FEBRUARY 20, 1956 35c PER COPY

BROADCASTING TELECASTING

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25TH year

HEAP BIG HUNK OF RICH MICHIGAN MARKET!

Big wampum here! 80% of Michigan's 6-billion dollar buying power is covered by Knorr Broadcasting Corporation's 4 power-packed stations. And, folks listen, continuously . . . in their homes . . . in their cars . . . to the stations that broadcast what they love most . . . NEWS, MUSIC and SPORTS!

WKMH
DEARBORN – DETROIT

WKMF
FLINT, MICHIGAN

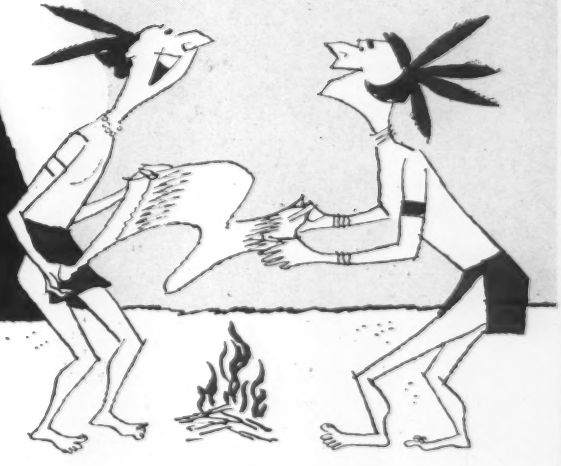
WKHM
JACKSON, MICHIGAN
Jackson Broadcasting & Television Corp.

WSAM
SAGINAW, MICHIGAN

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS and SAVE up to 15%

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

SAVE UP TO 15%



The Community Stations

KNORR Broadcasting CORP.

Represented by HEADLEY-REED

202,960

Love Letters

from the land where TV means "T'aint Visible"

BIG AGGIE LAND

Well, not exactly love letters, but the next best thing. You see, during 1955, WNAX-570 received a whopping total of 202,960 pieces of mail—155,117 of which *were specifically addressed to local commercial programs*—positive proof of active listener response!

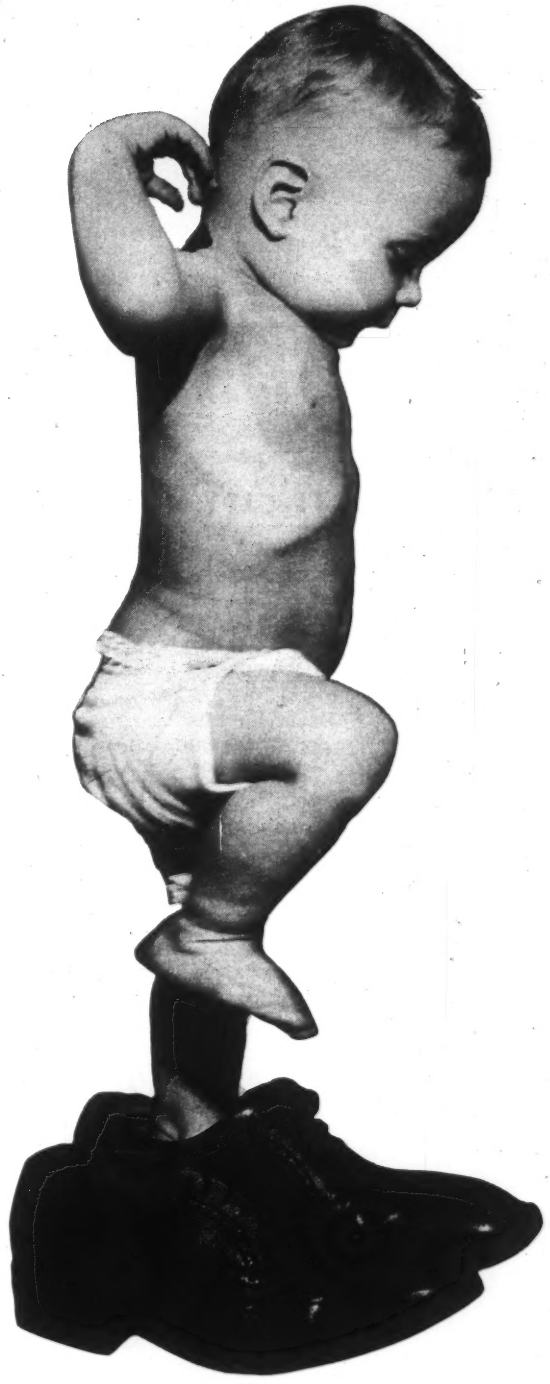
This mail came from all over Big Aggie Land and beyond. A total of 428 counties in 8 states responded including the Big Aggie States of Iowa, Nebraska, the Dakotas and Minnesota—plus Wisconsin, Montana and Wyoming. Not audited by counties, but included, was mail from Illinois, Kansas and Missouri as well as 3 provinces in Canada. Such an overwhelming testimonial of affection makes the WNAX-570 talent team and program director blush with joy. They know the 654,800 rural and medium-to-small town families in Big Aggie Land have definite ideas about radio entertainment. And these batches of mail tell them Big Aggie is giving the listeners what they want.

Translated into advertising importance, that means WNAX-570 gives national advertisers what they want, too. Programs that people like and listen to—popular shows that sell. Your Katz man will line you up.

WNAX 570

YANKTON, SOUTH DAKOTA

A Cowles Station. Don D. Sullivan, Advertising Director. Under the same management as KVTV Channel 9, Sioux City—Iowa's 2nd largest market. CBS Radio.



COVERAGE THAT COUNTS

WTHI-TV delivers 191,760 TV homes in the Terre Haute area. 108,000 of these are *unduplicated* CBS-TV homes.

GOING PLACES

WTHI-TV now carries CBS, NBC and ABC network shows, and is the *only* full-time station in the rich Terre Haute area.

DOING A MAN-SIZED JOB

ALL top 15 shows are on Channel 10 according to the latest Pulse* survey:

RANK	SHOW	STATION	RATING
1.	*I Love Lucy*	WTHI	51.8
2.	$64,000 *Question*	WTHI	50.3
3.	*December Bride*	WTHI	48.0
4.	*Groucho Marx*	WTHI	45.3
5.	*Talent Scouts*	WTHI	43.8
6.	*Climax*	WTHI	43.1
7.	*I've Got A Secret*	WTHI	41.5
8.	*Burns and Allen*	WTHI	41.3
9.	*Soldiers of Fortune*	WTHI	41.3
10.	*Meet Millie*	WTHI	40.5
11.	*Favorite Husband*	WTHI	40.0
12.	*Ed Sullivan*	WTHI	39.4
13.	*Eddie Cantor*	WTHI	38.8
14.	*Honeymooners*	WTHI	38.8
15.	*Phil Silvers*	WTHI	38.8

*November, 1955

SHARE OF AUDIENCE RATINGS*

MONDAY THRU FRIDAY

STATIONS	7 A.M.-NOON	NOON-6 P.M.	6 P.M.-MIDNIGHT
WTHI	65	46	65
WTTV	15	46	27
Misc.	20	9	8
Average ¼ Hour H. U.T.	13.0	22.4	45.1

*Pulse, November, 1955

WTHI-TV channel 10

TERRE HAUTE, INDIANA

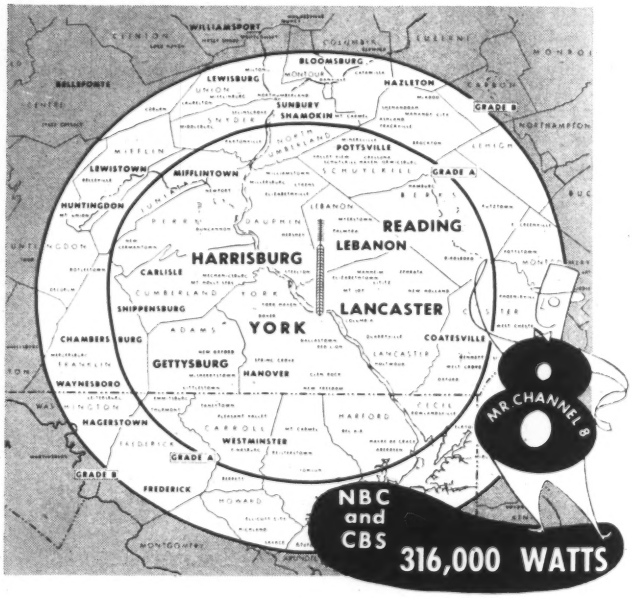
REPRESENTED NATIONALLY BY THE BOLLING CO., NEW YORK — CHICAGO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL-TV

LANCASTER, PENNA. **NBC and CBS**

CHANNEL 8 MULTI-CITY MARKET



do it yourself

Buy the Channel 8 Multi-City Market which performs an essential selling role for hundreds of America's foremost national and regional advertisers. Here are the facts: population—3½ million; TV sets—917,320; yearly effective buying income—$5½ billion.

STEINMAN STATION
Clair McCollough, Pres.

REPRESENTATIVES:

MEEKER TV, Inc.

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

closed circuit®

NOT ENOUGH • What was greatest impression made upon FCC's Network Committee and its special staff during its "clinical study" of network tv and related operations in New York? Answer is unequivocally: shortage of competitive facilities in top 100 markets. This was recognized not only by networks but also advertising agencies, station representatives and other groups contacted during sessions which concluded last Tuesday.

B•T

EXPANSION of CBS-TV colorcasting this year will depend on trend in set sales, network executives confirmed last week at Hollywood staff meeting. Current schedule is considered heavy enough for present. Colorcasting was one of many matters considered at high level Hollywood conferences last week involving William S. Paley, CBS chairman; Frank Stanton, CBS president; J. L. Van Volkenburg, CBS-TV president; Hubbell Robinson Jr., CBS-TV program vice president, and West Coast vice presidents Howard Meighan, Al Scalpone and Guy Della Cioppa.

B•T

LOOK, NO HANDS • There'll be eye-openers in station automation gear when NARTB equipment show is held at Chicago in March. Newest features will be automatic program techniques for tv as well as radio stations. Program for whole day will be shown, based on tape control relays which trigger program equipment. Even live tv programming can be included for any specific length of time and sequence of periods.

B•T

NEARLY 100 tv stations have contributed to fund of Television Transmission Tariff Committee, functioning under aegis of NARTB and chairmanned by Richard S. Salant, CBS Inc. vice president. Stations were asked to contribute their highest quarter-hour rate, with three tv networks committed to match station fund. Committee is making overall study of tv coaxial cable and microwave tariffs and has retained Cravath, Swaine & Moore. NARTB staff liaison is Tv Vice President Thad H. Brown.

B•T

CLEAN-UP TIME • FCC Chairman George C. McConnaughey feels confident that Commission will have cleaned up its major workload, which includes rule-making on tv allocations, network inquiry, and subscription tv, by June 30, 1957, which is by way of saying that he plans to be on FCC at least until that date which happens to be day on which his term on FCC would expire.

B•T

BEST thinking on FCC is that all pending tv hearing cases will be decided within year. FCC expects Opinions & Review to knock out final decisions at average rate of about two per month. Latest box score shows 11 cases awaiting final decision, 9 awaiting oral argument, 3 awaiting initial decision and 12 in hearing.

B•T

WHAT'S IT MEAN? • There were unhappy members out in NARTB precincts last week as referendum vote was taken on by-laws changes which would eliminate at-large directors (small, medium, large and fm stations, two each) from Radio Board. Complaints were based on charge that NARTB didn't explain meaning of changes and thinking behind them, in way to permit intelligent voting by average member. By-laws ballots will be tabulated today at NARTB headquarters.

B•T

GEORGE KERN, associate media director, Lennen & Newell, New York, and before that with Benton & Bowles in similar capacity, expected to join McCann-Erickson, New York, as tv-radio account executive.

B•T

SMALL BUSINESS, BIG ORDER • FCC is in quandary as to how it can best respond to detailed questionnaire of House Small Business Subcommittee covering tv waterfront on cases decided, who handled them, what outside contacts were made, etc. In addition, committee seeks information on out-of-town trips by commissioners and staff, expense accounts and honorariums which may have been received [B•T, Jan. 23, 30]. Some members are disposed to suggest to committee that commissioners are perfectly willing to appear personally and answer questions orally but that detailed written response would require fantastic amount of work and phenomenal memories.

B•T

INTEREST aroused in both House and Senate Small Business Committees over plight of daytimers, who seek increased power and uniform hours of operation, is having repercussions on several fronts. Subcommittee of Senate group shortly will be named to study complaints and probably hold hearings this session. House subcommittee started its job by sending FCC penetrating four-page questionnaire [B•T, Jan. 23, 30]. Daytime Broadcasters Assn. is headed by Jack Younts, WEEB Southern Pines, N. C., and last August retained former FCC Comr. Frieda B. Hennock as Washington counsel.

B•T

SUPPORTING PLAYERS • Sidelight to House Small Business Subcommittee activity: assistant counsel and investigator is George L. Arnold, son of Thurman Arnold, former assistant attorney-general and senior law partner in firm of Arnold, Fortas & Porter. Young Arnold is son-in-law of columnist Drew Pearson. Another familiar name on House side is J. Lacey Reynolds, newspaperman, who has joined House Government Operations Committee's Government Information Subcommittee, before which FCC appeared Friday. Mr. Reynolds was formerly Washington representative of Edward Lamb newspaper and broadcast interests.

B•T

IT'S conceivable that new twist may be added to NBC-TV's This Is Your Life *in April or May in form of program's first posthumous treatment of subject. Ralph Edwards will be featured entertainer at $50-a-plate memorial dinner at Palmer House for late Richard Finnegan, former executive vice president and editor and later consulting editor of Marshall Field's* Chicago Sun-Times, *to raise funds for sanitarium for rheumatic youngsters. There's fair prospect, it's learned, that Mr. Edwards may do Mr. Finnegan's life (he died in May 1955), with subject known, of course, in advance.*

B•T

DAYLIGHT SCHEDULES • New live-plus-hot-kine scheduling for DST months developed by CBS-TV, which privately claims "enthusiastic" response from stations approached thus far, though others take dimmer view. Details being kept strictly in CBS-TV family, but it's understood it will work thus: via hot kines from West Coast, programs originating at 7:15-8 p.m. EDT will be fed to Central Zone's standard time stations at 6:15-7 p.m. CST; those originating at 8-9 p.m. EDT will be fed these stations by kine at 9-10 p.m.; those originating between 9 and 12 p.m. EDT will reach them live (7-10 p.m. CST). Thus these stations will be carrying network from 6:15 to 10 p.m. local time—instead of 5:15 to 9 as in past—and so will have to give up local sales in 9-10 p.m. period. Schedule obviously also juggles lineup from competitive standpoint, and also has some agency people wondering how presently scheduled spot adjacencies will fare.

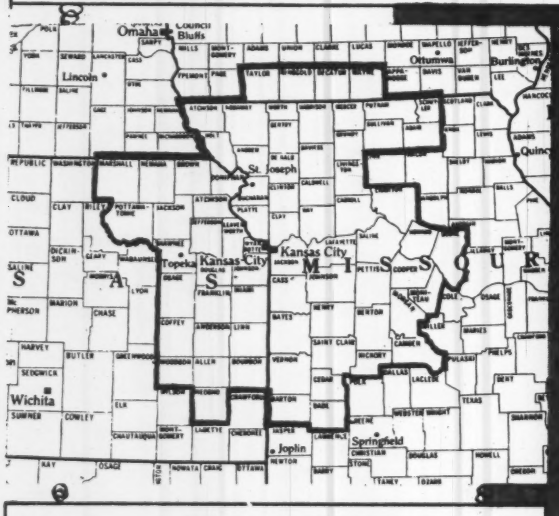
B•T

NBC-TV also is working on DST scheduling that'll pay special attention to Central Zone, but it's not quite set yet (ABC-TV's plans, page 75). Basic principles are understood to have been suggested by NBC-TV affiliates, and four-man affiliate group due to confer with network officials today (Mon.) to apply finishing touches. Affiliate group includes Jack Harris, KPRC-TV Houston; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV Detroit, and, representing optional stations, Fred C. Mueller, WEEK-TV Peoria, Ill.

Sure, WHB dominates Kansas City. But how about area?

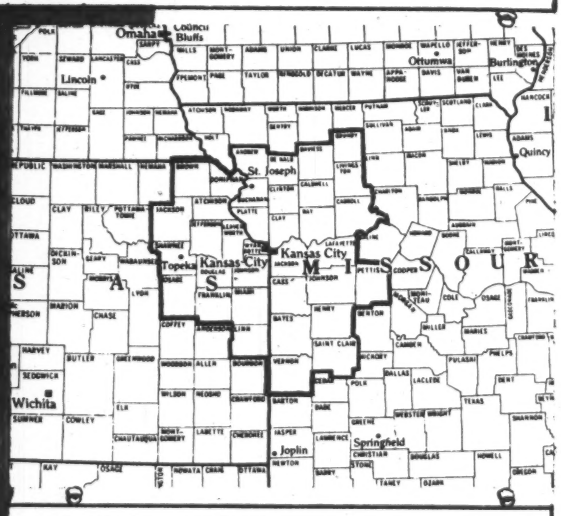
It's WHB's REGION, too!

The Proof's in PULSE and NIELSEN



70-County **AREA PULSE**

620,400 Radio homes
WHB is first in *every* time period!
Average share of audience 25% ahead of second station!



N. S. I. AREA

542,700 radio homes
WHB all-day average: 42.9% (second station: 16.6%)
WHB first by far in *every* time period!

Latest Kansas City Hooper (Oct. 1955-Jan. 1956) gives WHB whooping first place with 47.3%. WHB leads in every Hooper ¼ hour, 6 a.m.-6 p.m., Mon.-Sat. So WHB dominates the metropolitan area as it dominates the whole area. More reason than ever to talk to the man from Blair, or WHB General Manager George W. Armstrong!

WHB

10,000 watts—710 kc
Kansas City

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

VITAPIX, HAL ROACH TO JOIN FORCES

VITAPIX Corp. and Hal Roach Studios Inc. agreed Friday at Chicago meeting on joint production and distribution of tv programs on film, described as "new concept in national spot sale of tv programs." Vitapix 57-station list to be expanded to 100. Roach studios will start immediately new half-hour film program for release to Vitapix members in fall, producing at own expense and undertaking sale to national sponsors.

Vitapix will perform as time clearance agency for its members. Roach organization expected to become full partner with Vitapix members in entertainment and in time is to be 50% owner of corporation. New Vitapix board lineup now includes John E. Fetzer, Fetzer Stations, chairman; Kenyon Brown, KFEQ-TV St. Joseph, Mo., president; Edward E. Hall, executive vice president; Hal Roach Jr., (president of studio), vice president; Ned Koenig (Roach sales manager); William Winckle (Roach attorney); William Fay, WHAM-TV Rochester; Richard A. Borel, WBNS-TV Columbus, Ohio; Joseph E. Baudino, Westinghouse Broadcasting Co.; George B. Storer Jr., Storer Broadcasting Co, and J. Leonard Reinsch, WSB-TV Atlanta. Paul O'Bryan is Vitapix secretary.

Negotiations have been underway several months.

Action Coming on Bill For Uniform Daylight Time

REP. HARLEY O. STAGGERS (D-W. Va.) said last week chairman of House Commerce Committee is appointing subcommittee to hold hearings on his bill (HR 395), introduced Jan. 5, 1955, to create nationwide uniformity in daylight saving time to solve present confusion. He said "annual conflict" over daylight saving "may be determined" this session of Congress. (Also see story page 75.)

He said "two-clock" system has created confusion during summer months with rise of radio-tv, transportation and other activities and expressed confidence "that we will reach some agreement" to eliminate "confusing situations" yearly from April to September.

Rep. Staggers' bill would make it possible for Congress to provide, by concurrent resolution each year, that clock would be advanced one hour beginning not later than last Sunday of April and ending not later than last Sunday of September, such period to be designated as daylight time. Violators (federal employes or private businesses) would be fined up to $100.

Advertisers, Publishers Enter Opposition to Liquor Ad Bills

OPPOSITION to anti-liquor advertising bills being heard by Senate and House committees last week (see page 80) was registered Friday by Assn. of National Advertisers and American Newspaper Publishers Assn. Gilbert Weil, ANA general counsel, said legal right to sell alcoholic beverages is rendered "illusory" if means for sales are forbidden. He said Congress has right to "regulate" but not "prohibit" commerce.

Mr. Weil said dry states seek to protect residents from evil of drinking alcoholic beverages, not "reading or hearing about them," and that bill fosters "thought-control" and seeks to balk internal policy of non-prohibition states. He said non-advertising is encouragement to inferior (i.e., bootleg) products and bill discriminates against interstate as against local advertising.

Cranston Williams, ANPA general manager, wrote both committees that Congress "should not now say, by law, that it is legal to sell liquor but the fact that it is being sold must be kept a secret." He added that advertisement of liquor or any other lawful item is in public interest.

Blair Labels MBS Rate Plan As '20-Year Backward Step'

GUARANTEED cost-per-thousand rate plan of MBS (story page 52) is "a giant, 20-year backward step," according to John Blair, president of John Blair & Co., station representative. He termed it "tacit admission" of doubt that network campaign can deliver audience.

Mr. Blair said there are more radio sets than ever before—in homes, cars, public places; more listening than ever before though it is difficult to measure true dimensions of radio audience because of its vast extent. While network program influence is declining, he claimed, good radio stations have been building up local programming and service, offering spot advertiser no-gamble buys based on established local programs with proven acceptance and audience plus solid record of sales performance.

Senate Approves $250,000 For Commerce Committee

SENATE Friday approved by "division" vote S Res 163 providing $250,000 to Senate Commerce Committee for latter's investigation of tv networks and uhf-vhf troubles, and for other studies. Amount will be reduced by one-twelfth, however, since staff salaries are being paid for this month from contingent Senate funds because resolution was delayed. Amount can be expended under S Res 163 through Jan. 31, 1957.

Senate Minority Leader William Knowland (R-Calif.) tried to cut amount to $200,000 by amendment, which was rejected after two quorum calls.

Committee got $200,000 last year (Feb. 1, 1955, to Jan. 31, 1956), but turned back $50,000 because some of studies didn't get off ground.

STUMPING VIA TV

PRESIDENT EISENHOWER should limit his campaign, should he decide to run, to few nationwide appearances in last weeks with emphasis on tv, Vice President Richard M. Nixon said Thursday night in NBC-TV *News Caravan* appearance.

• BUSINESS BRIEFLY

FOUR FOR FASHION • Four one-hour fashion shows in live color will be telecast next fall on NBC-TV for Warner Bros. Co. (corset manufacturer), N. Y. Details still to be worked out, but arrangements call for shows to be telecast Saturdays, probably 1-2 p.m. EST, beginning in September. Warner's agency is C. J. LaRoche N. Y.

GOP ON MBS • In what spokesman for MBS Friday called "unusual purchase of political time this early in election year," Republican national congressional and senatorial committees have contracted for strip of five-minute *Interview Digests* from Washington, Feb. 20-March 16. Mon-Fri. programs (MBS, 8:45-8:50 p.m. EST) will be heard on eve of major primaries. Agency: Leo Burnett Co., Chicago.

RONSON LOOKING • Ronson Corp., Newark, through Norman, Craig & Kummel, N. Y., looking for half-hour evening network television show.

AS IS GLEEM • Procter & Gamble, Cincinnati, for its Gleem toothpaste, interested in half-hour evening television network sponsorship through Compton Adv., N. Y.

GETTING 'EM IN LINE • All advertisers on *Mickey Mouse Club* (ABC-TV five times weekly at 5-6 p.m.) have been asked to sign renewal contracts for next year, effective March 1. Although talent cost will be increased at least 30%, most sponsors are expected to underwrite show again for next season. One advertiser, Mars candy, understood reluctant to re-sign because of sponsor conflict unhappiness.

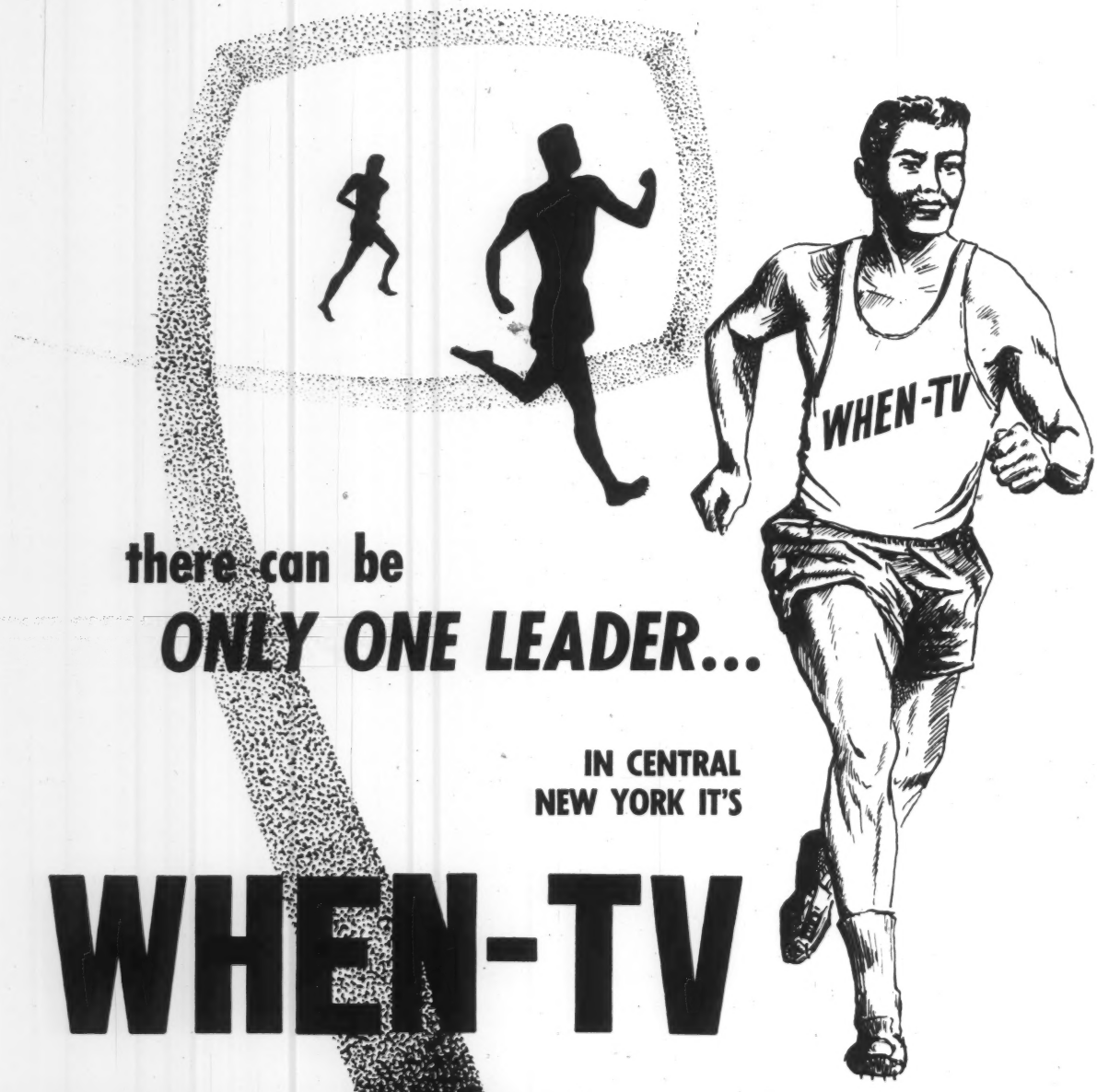
ADDED FACTOR • Max Factor & Co. (cosmetics), Hollywood, adding 13 scattered, supplementary markets to existing schedule of 54 on 42-week tv spot campaign, effective immediately. Agency: Doyle Dane Bernbach, N. Y.

Budweiser Back to Cardinals

ANHEUSER-BUSCH Inc. (Budweiser beer), after one year lapse, will resume full sponsorship of St. Louis Cardinals baseball coverage on regional network headed by KMOX, and also telecasts on KTVI (TV) there. Cost estimated in excess of $1 million, encompassing 64 road game telecasts starting April 17 and all exhibition and regular season broadcasts on approximately 100-station regional radio network starting April 1. Anheuser-Busch last year sponsored half of each game on regional network, with local stations selling other half to participating sponsors. Agency is D'Arcy Adv. Co., St. Louis.

Walter Gross, AB-PT, Dies

WALTER W. GROSS, 60, director, vice president and general counsel of American Broadcasting-Paramount Theatres, died suddenly Thursday night of heart attack at his New York City home. Surviving are his wife, former Harriet Shoben of Los Angeles; two sons, Woolf Paul and Martin Louis, and daughter, Annette Marian. Funeral in Troy, N. Y., was set tentatively for today (Mon.)



there can be
ONLY ONE LEADER...

IN CENTRAL
NEW YORK IT'S

WHEN-TV

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Community Tv Overlap To Get FCC Scrutiny

OVERLAP due to community tv operations under gun of FCC in $370,000 purchase of WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, both W. Va., by WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio). In second letter to WSTV indicating hearing on purchase may be necessary, FCC asked for information regarding overlap effect of community antenna systems between WSTV-TV and WBLK-TV.

FCC said it wants to know: number, location, rates, identification, hours and number of subscribers of community antenna systems retransmitting WSTV-TV signal or other signals; if any agreements exist between WSTV-TV and WBLK-TV and community antenna group that retransmission of stations' signals will be terminated upon request. FCC asked for estimate of field strength of WSTV-TV signal at each community system's receiving antenna.

Commission also called for legal citations covering stations' right to compel discontinuance of rebroadcast by community antenna system of station's signal. WSTV-TV also was asked what it would do to prevent retransmission of its signal if Commission announces systems violate FCC rules.

WSTV-TV was asked to relate details of any network arrangements hinging on FCC approval of WBLK-TV sale.

Two Tv Permits Granted In Hot Springs, New Orleans

PERMITS were granted by FCC Friday for new tv stations in Hot Springs, Ark., and New Orleans—latter an educational outlet—and new am in Ponce, Puerto Rico.

Video Independent Theatres was granted Hot Springs' ch. 9 with 151 w effective radiated power, antenna 660 ft. above average terrain. Video, which is headquartered in Oklahoma City and operates motion picture theatre chain in Southwest, owns 12.5% of KWTV (TV) Oklahoma City and is permittee of Santa Fe, N. M., ch. 2. Video principal C. B. Akers is general manager and approximately 2% owner of KVOO-TV Tulsa, Okla., and 5.267% owner of KGLC Miami, Okla.

Greater New Orleans Educational Television Foundation Inc. was given permit to operate on ch. 8 with 25.7 kw visual, antenna 380 ft. above average terrain. Permittee is 38th educational grant.

Ponce Broadcasting Corp. was granted 1170 kc, 250 w unlimited hours. Principals include President Charles Cordero (20%) and Julius H. Conesa (20%), general manager and chief engineer, respectively, of WXRF Guayama, P. R.

ABC Due to Enter TvB

LONG-PENDING entry of ABC into membership of Television Bureau of Advertising signalled Friday as TvB released list of 15 newly added members. All five of ABC's owned television stations were on list, which brings total TvB membership to 193—all three tv networks, 180 stations and 10 representation firms.

President Doesn't Gag FCC, Hyde Tells House Probe

FCC Comr. Rosel H. Hyde Friday told House Government Information Subcommittee that Commission is not bound by presidential directive, but by statute, in releasing information to Congress and public. He said FCC considers executive directives only "advisory."

Subcommittee, headed by Rep. John E. Moss (D-Calif.), heard testimony by Comrs. Hyde, John C. Doerfer and Robert Bartley on FCC policies in releasing information. Rep. Moss said FCC was being questioned, not because of complaints, but because Commission cited May 17, 1954, letter from President Eisenhower during Senate's Army-McCarthy hearings, directing Army (part of Executive Branch) not to reveal confidential information to Senate committee. FCC cited letter in answer to questionnaire sent out by Moss group last year [B•T, Aug. 15, 1955].

Comr. Hyde said FCC delayed giving data to Senate Commerce Committee on radio and tv licensee finances, submitted to Commission on confidential basis, until Attorney General told FCC release of information to Senate group would not violate statutes. Data was asked (in late 1954) in Senate committee's tv network and uhf-vhf probe and Attorney General's letter was written in June 1955.

WRDW, Other Sales OK'd

APPROVAL of ownership changes involving one tv and five radio stations given by FCC Friday. Leading sales grants was $1 million purchase of WRDW-AM-TV Augusta, Ga., by *Augusta Chronicle*. Others: (1) WOBS Jacksonville, Fla., and WWOK Charlotte, N. C., swapped—with WWOK owner R. W. Rounsaville paying $50,000 to WOBS owner Carmen Macri. Additionally, Mr. Macri got okay to buy WQIK Jacksonville, Fla., for $85,000. Mr. Macri retains control of WOBS-TV Jacksonville. (2) WFBL Syracuse sold for $227,500 to Radio Hawaii (KPOA Honolulu, WTAC Flint, Mich., and through parent Founders Corp. 50% of KTVR [TV] Denver).

Reprieve for WHOL

WHOL Allentown, Pa., given reprieve Friday by FCC, pending disposition of petition to U. S. Supreme Court to review nine-year-old 1230 kc case. Petition for writ of *certiorari* due to be filed this week. Already up through courts to high tribunal once, case involves 1947 grant to WHOL, protested by competing applicant, *Easton* (Pa.) *Express*. Commission said station could continue operation until 30 days after disposition of case.

UPCOMING

Feb. 20: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems, U. S. Capitol.

Feb. 20-22: Conference of State Broadcasters Assn. Presidents, Statler Hotel, Washington.

Feb. 22: Annual Voice of Democracy Awards Luncheon, Shoreham Hotel, Washington.

For other Upcomings see page 121

PEOPLE

DAVID PORTER, vice president of Hearst Magazines in charge of *Cosmopolitan,* has joined Screen Gems, N. Y., as manager of national sales.

PAUL RUSSELL, account executive on Minnesota Mining & Mfg. Co., BBDO, Minneapolis, to BBDO, N. Y., as account executive on American Radiator & Standard Sanitary Corp.

JAMES FULLER, account executive, NBC Radio Sales, N. Y., appointed Friday to CBS Radio Sales, N. Y., in same capacity.

DON RATCHFORD, formerly with KTVI (TV) and KXOK St. Louis, appointed public relations director at D'Arcy Adv. Co. there. **JIM MAYFIELD** shifts from outdoor to radio-tv timebuying department, and **BOB CHASE,** formerly producer at KWK-TV St. Louis, to agency in similar capacity.

IRVING FIELD, former eastern sales manager, Motion Pictures for Television, N. Y., appointed eastern sales manager, UM&M Tv Corp., N. Y. **FRANK SOULE,** recently with Guild Films, N. Y., has joined UM&M as non-theatrical sales manager, and **JOHN L. D. PETERS,** former traffic manager, Hilton & Riggio, N. Y., named UM&M advertising manager.

Three AB-PT Executives Sell Sizable Stock Blocks

THREE high-level executives of American Broadcasting-Paramount Theatres Inc. disposed of sizable percentages of their respective holdings of AB-PT common in January, New York Stock Exchange records showed Friday.

Robert H. O'Brien, vice president, secretary and board member, sold 7,000 shares and retained 5,600; Robert M. Weitman, then vice president of AB-PT and programming and talent vice president of its ABC division (who since has resigned and this week joins CBS-TV as program development vice president [B•T, Feb. 6]), sold 6,500 shares and retained 6,033; and Edward L. Hyman, vice president, sold 2,500 and retained 10,000. As of Dec. 31, 1955, there were 4,138,165 common shares issued and outstanding.

Dates of sales not shown. On Jan. 3, first day exchange was open this year, AB-PT common opened at 27, reached high of 27⅛ and closed at 26⅝, its low for that day.

Margaret to Leave 'Weekday'

ALTHOUGH not officially announced, Margaret Truman is expected to end her association with NBC Radio's *Weekday* (Mon.-Fri. daytime service) this Friday in order to devote more time to her tv appearance contract —also with NBC. That contract expires in June with eight to nine appearances to be made in interval. Miss Truman quoted as saying she might appear in some dramatic, comedy and singing roles. The former President's daughter had contract with NBC Radio as hostess on *Weekday* on 13-week contract basis. Now in second 13-week cycle to end in May, Miss Truman obtained network approval to terminate contract this week.

U. S. Tv Families Now 74%

TV SET OWNERSHIP in U. S. increased from 70% of total families last October to 74% last month, Market Research Corp. of America reported Friday. Market Research said notable increases were in small towns and rural areas. Data, issued quarterly, is based on 6,000-family panel.

the week in brief

RADIO CURVE STARTS UP AGAIN

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BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022
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SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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Pulling Power!

WJBK-TV LEADS IN 121 OUT OF 180 DAYTIME RATED PERIODS IN DETROIT

Daytime TV viewing and advertiser interest are on the upswing, and both ARB and Pulse show WJBK-TV as the completely dominant daytime buy for the Detroit area's 1,600,000 TV homes. Here are the figures for the 180 weekday periods indicated:

MON. - FRI., 8 A.M. TO 5 P.M., DECEMBER ARB

WJBK-TV,	First in	121	Quarter Hour	Periods	
STATION B,	" "	23	"	"	"
STATION C,	" "	21	"	"	"
STATION D,	" "	10	"	"	"
TIES		5	"	"	"

Further, 50 of these periods on WJBK-TV have ratings of 8.0 or above, comparable on a rate card basis to a nighttime rating of 21.0. December Pulse not only agrees, but shows WJBK-TV's position to be even stronger: 26 firsts out of 36 Monday through Friday quarter-hour strips, 8 A.M. to 5 P.M. Average rating 8.2.

Such pulling power means extra selling power for you on WJBK-TV in the rich Detroit and Southeastern Michigan market. Cash in on the greater audience you get with WJBK-TV's top CBS and local programming, commanding Channel 2 dial position, 1,057-foot tower and maximum power of 100,000 watts.

WJBK-TV CHANNEL 2 DETROIT

A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, MURRAY HILL 8-8630

No need to tell you how Peter Minuet bought the Isle of Manhattan from the Indians for $24.00 in trinkets ...or how much New York real estate you can buy for that money today.

Properties in Spot Television mushroom even faster. The program making its debut to thousands yesterday plays to many more thousands today. Fifteen thousand new TV sets are bought daily and viewing time per home keeps increasing.

That's why alert advertisers who secure Spot TV franchises in important markets today will find their investments priceless in the months ahead.

As your Petry account executive will show you, this Company's research and analysis can be of great value in your Spot TV planning for these markets.

Edward P

THE ORIGINAL

NEW YORK • CHICAGO • ATLANTA

WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
WTVD	Durham-Raleigh
WICU	Erie
KPRC-TV	Houston
WHTN-TV	Huntington
WJIM-TV	Lansing
KARK-TV	Little Rock
KABC-TV	Los Angeles
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KMTV	Omaha
WTVH	Peoria
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
KGO-TV	San Francisco
KTBS-TV	Shreveport
KREM-TV	Spokane
KOTV	Tulsa
KARD-TV	Wichita
ABC	Pacific Television Regional Network

Represented By

Petry & Co., Inc.

STATION REPRESENTATIVE

DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

FOR A WHALE OF A BUY CHECK THE K-DUB STATIONS "TREASURE ISLAND" COMBINATION—YOU CAN'T BEAT IT IN TEXAS!
CBS
KPAR-TV adds Abilene-Sweetwater, Texas* to the K-DUB station's TREASURE ISLAND COMBINATION—with KDUB-TV's Lubbock market, a double target of over 175,000 sets! a treasure chest you unlock only with the "Treasure Island Combination".
K-DUB stations
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
SWEETWATER-ABILENE, TEXAS
KDUB-AM
LUBBOCK, TEXAS
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

IN REVIEW

THE DAY LINCOLN WAS SHOT

ONLY a handful of the most meticulously proper Lincolnians could have quarreled with CBS-TV's version of what transpired in Washington from 8 a.m., April 14, 1865, to 7:22 the following morning.

Granted, no tv script—however comprehensive its authors may have wanted it to be—could have done full justice to Jim Bishop's copious research. Nor could it have hoped to recapture—in 90 minutes—that memorable Good Friday in all its entity, irony and historical importance. Less a historical documentary than a narrative about two separate worlds drawn together by passion and circumstance, "The Day Lincoln Was Shot" was both commercially and artistically sound.

Except for a needless break in trans-continental video transmission at the program's outset that blacked out the screen for nearly five minutes, and a few minor technical fluffs, the play was one of the most satisfying productions of the current season. Devoid of frills and details, the Gregory-Laughton effort became organically whole through use of such scene-binders as black-and-white lithographs and Thomas Nast political cartoons, solitary guitar interludes and Mr. Laughton's poetry reading. Camera work, too, was at its very best, notably in the hotel room scene in which assassin-elect Lewis Thornton Paine sharpens his dagger while Booth, reclining on the bed, sharpens his wits.

As far as we're concerned, there aren't enough superlatives to describe Jack Lemmon's subtle, demonic characterization of the fanatic Booth. Though surely competent, neither Raymond Massey (whose Honest Abe by this time is as much a part of him as Cyrano is to Jose Ferrer) nor Lillian Gish (whose Mary was more tempest than teapot) lived up to expectations.

Production costs: Approximately $200,000.
Sponsored by Ford Motor Co., through J. Walter Thompson Co., New York, on CBS-TV, every-fourth-Saturday, 9:30-11 p.m. EST.
Produced "live" and in color by Gregory Assoc. Inc., Hollywood, for CBS-TV, under supervision of Harry Ackerman.
Written by Jean Holloway and Terry and Denis Sanders, based on the book by Jim Bishop, Harper & Bros., 1955.
Producer: Paul Gregory; director: Delbert Mann; sets: Robert Tyler Lee and Buck Henshaw; narrator: Charles Laughton.

MY FRIEND FLICKA

FRIDAY NIGHT, Feb. 10, 1956, when Flicka thundered out of the Montana plains, onto the living-room floor and straight into the hearts of 6th graders, we may well have witnessed the beginning of a glut of telefilms in which the horse gets star billing over the people who ride him.

Though a far cry from the 20th Century-Fox film back in 1945 that gave us, among other things, Roddy McDowall, the tv series got off to a promising start. Not only did it have a pat story line that will guarantee it unlimited success (boy gets horse, boy loses horse, boy wins horse and greater love hath no boy for his horse), but it also had just about every other necessary ingredient: scenery, action, understanding and a barnful of empathy ("Flicka's my friend—he'll never hurt me!").

As regular members of this solidly-constructed commercial soap-opera, Gene Evans, Anita Louise and 10-year-old Johnny Washbrook will never win Emmy Awards so far as acting is concerned; but then, they don't have to. Flicka? Well, that's a horse of a different color. He'll surely give Rin-Tin-Tin (on ABC-TV, same time) a run for the box-top set's money.

Production costs: Approximately $35,000.
Sponsored by Colgate-Palmolive Co. (Ajax, Florient, Palmolive), through Lennen & Newell, New York, on CBS-TV, Fri., 7:30-8 p.m. EST.
Filmed in Hollywood by TCF Television Productions Inc., subsidiary of 20th Century-Fox Film Corp.
Producer: Sam White; director: Robert Gordon; script: George Sloven and George W. George, based on an original novel by Mary O'Hara.
Cast: Gene Evans (Rob McLaughlin), Anita Louise (Nel McLaughlin), Johnny Washbrook (Ken McLaughlin).

CAMPAIGN '56

CBS RADIO is off and running with its 1956 political campaign coverage. Veteran newsman Walter Cronkite handles the chore ably, as always, and use of taped news events lends real authority to the production.

Biggest problem: it's set up for only 10 minutes once a week. CBS says it will expand when necessary, and we would suggest that that time has arrived. Last Tuesday's broadcast had just barely time to cover the news of the President's latest diagnosis, and none at all for other campaign news of the week. If once a week, let it be longer; if kept short, let it be more often.

Production costs: $750.
Broadcast sustaining on CBS Radio; produced by CBS News; producer-director: Robert Skedgell; narrator: Walter Cronkite.

BOOKS

HARRISON, TEXAS: Eight Television Plays by Horton Foote. Harcourt, Brace & Co., New York 17. 266 pp. $3.95.

THE legitimacy of television drama is once again stressed by this anthology of eight plays performed on the *Philco-Goodyear Playhouse* and other tv programs in 1953-54. Mr. Foote, one of a group of talented writers (Reginald Rose, Paddy Chayevsky, Rod Serling, et al) developed by Fred Coe & Co., writes about the people who inhabit a mythical Texas town called Harrison: their loves, hates and other frustrations. Contents include such outstanding dramas as "A Trip to Bountiful" and "A Young Lady of Property."

RADIO PHILATELIA, by Herbert Rosen, Audio-Master Corp., 17 E. 45th St., New York, N. Y. 48 pp. $2.

THE AUTHOR, an ardent philatelist who has been in broadcasting for 30 years, offers an interesting, topical compilation of stamps that reflect the history of telecommunications. With listings of over 500 stamps, several hundred postmarks and 300 illustrations, the book devotes each page to a different phase of broadcasting. There are stamps dedicated to stations, broadcast buildings, microphones, commemoratives of radio conferences, congresses and electronic exhibits. Some stamps listed cover use of radio in the air, at sea, during war and in the Arctic and Antarctic. Others feature Ampere, Morse, Marconi, Popov and other men of science connected with the growth of communications. Publication is in English, German and French. All stamps are listed in the four leading international catalogs.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE RADIO

delivers more for the money

...JUST LOOK AT

KFBK

THE BEELINE NETWORK'S SACRAMENTO STATION

KFBK has more top rated daytime shows . . . 9 out of the 10 most popular daytime programs in the Sacramento area are KFBK shows, reports latest Pulse.

KFBK has wider coverage than any competitive station, daytime or nighttime. (SAMS)

KFBK has a wider FCC contour, daytime and nighttime, than any competitive station.

Inland California's Beeline stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and at the lowest cost per thousand.
(SAMS & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

OPEN MIKE

A Shocker

EDITOR:

. . . A good many of our people were shocked at B•T's handling of the settlement of the government antitrust suit against the American Assn. of Advertising Agencies. . . . I think it's the headline that shocked people most. The story is not too bad. . . .

Frederic R. Gamble, Pres.
American Assn. of Advertising Agencies
New York

[EDITOR'S NOTE: B•T wrongly said in part of a headline (and twice in the lengthy story that followed Feb. 6) that the AAAA had agreed "to quit" and "to cease" practices to which the government had objected. Except for the incorrect implication that the AAAA had agreed to cease rather than refrain from the practices, B•T sticks by its story.]

Never Heard of It

EDITOR:

In your Feb. 6 issue I noticed in the very first paragraph on your CLOSED CIRCUIT page an item which indicated "Currently being talked up is proposal to cut down 17 district directorships to eight regional directors after 1957 convention."

I personally have not heard of any such conversation among the staff or among the directors. Even though that might have been considered by the committee on recomposition of the board, it was discarded in favor of elimination of the at-large directors. What concerns me about this particular paragraph is that it was published the very same week that the ballots were sent to the membership on the question of amending the by-laws and thereby eliminating the at-large directors. This combination of circumstances will undoubtedly have an effect on the outcome of this balloting. I am afraid that a lot of broadcasters may get the idea that this elimination of at-large directors is only the first step in cutting down the size of the radio board to the detriment of radio and to the advantage of television which, of course, is not true. . . .

Henry B. Clay, Exec. V. P. & Gen. Mgr.
KWKH Shreveport, La.
(Chairman, NARTB Radio Board)

Giveaway

EDITOR:

An executive of the Shell Oil Co. was in my office today to line up CFUN to carry a heavy campaign of announcements on safe driving, a campaign sponsored in the U. S. and Canada by Shell.

The spots, dozens of them, are to be carried free of charge, naturally.

He suggested emphatically that our free spots be broadcast Feb. 27 thru March 9 so as to coincide with the *paid* newspaper ads.

So, come on, chumps, let's make this campaign a huge success for the newspapers.

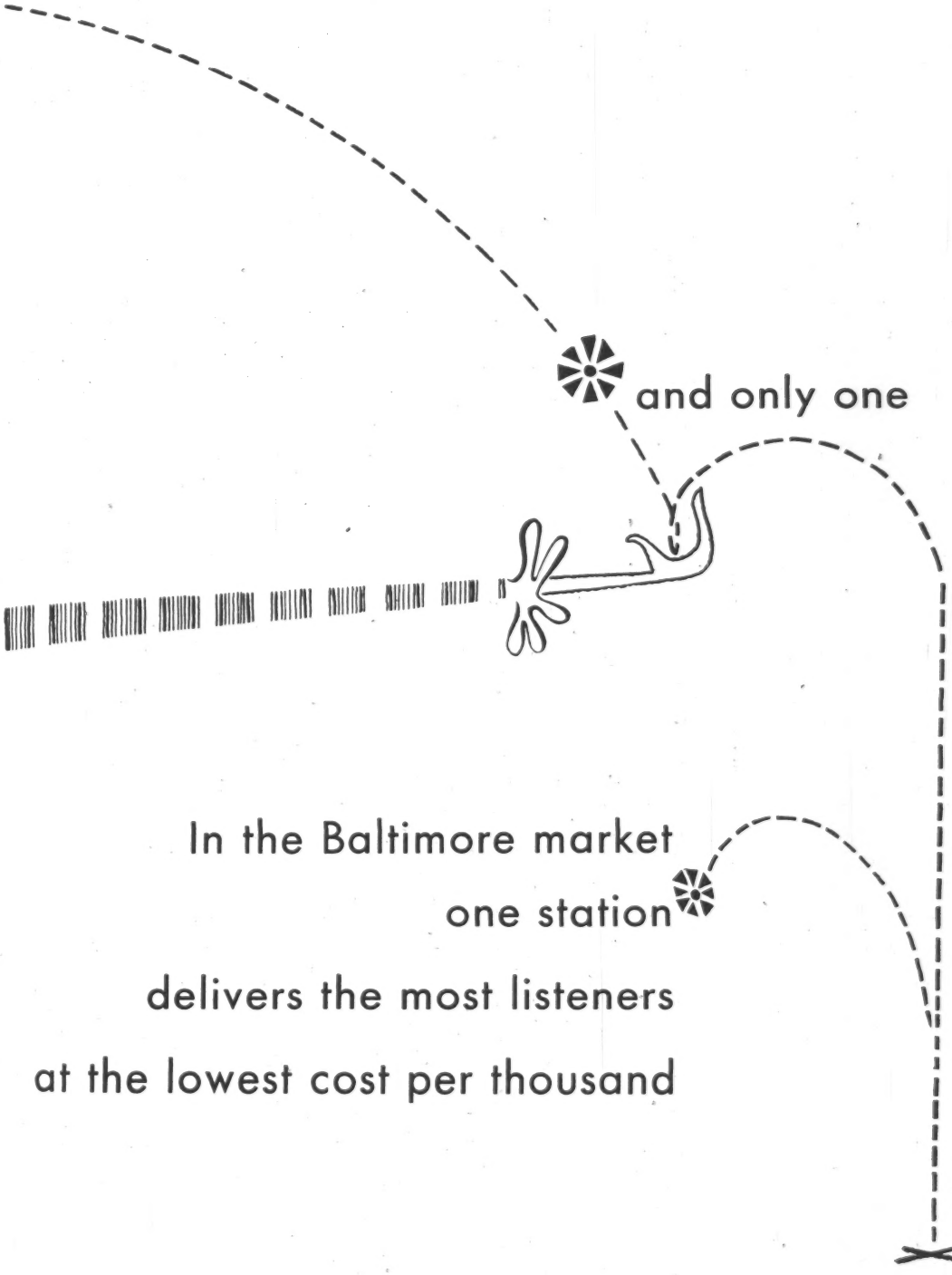
An after-thought—any station carrying this campaign complimentary should be prohibited from ever asking "What's wrong with radio?" If these hundreds of firms can get it free, why on earth should they buy it?

Patt McDonald, Mgng. Dir.
CFUN Vancouver, B. C.

Rebuttal

EDITOR:

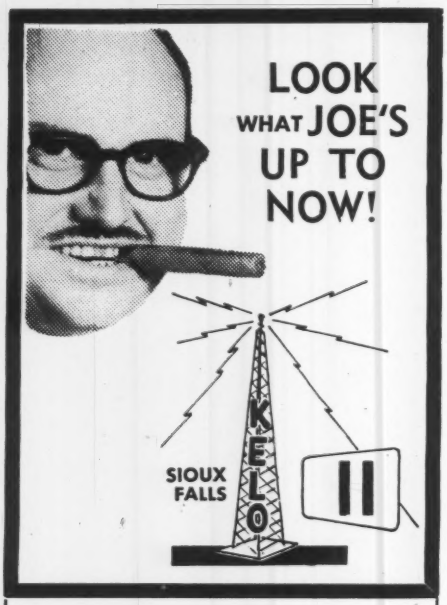
By now I think educators are getting a little tired of hearing the same old hackneyed arguments about reservation of educational channels. . . . You point your finger to the number of educational channels lying fallow. Have you ever considered the number of commercial



In the Baltimore market
one station
delivers the most listeners
at the lowest cost per thousand

WFBR Baltimore's Best Buy

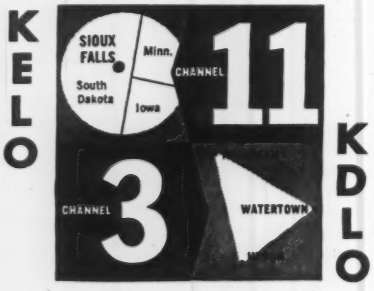
REPRESENTED BY JOHN BLAIR AND COMPANY



1,032 FEET!!!

That's how high Joe Floyd's building the new KELO-TV tower. That makes it one of the two highest structures in the Midwest, beaming KELO-TV's picture to a wider market than ever in Minnesota, South Dakota, Iowa and Nebraska. And when you add Floyd's neighboring KDLO-TV, you've got more than 1800 FEET OF TOWERING TV SALESMANSHIP!

THE BIG TV COMBO



78% of South Dakota, plus western Minnesota, northwestern Iowa

KELO-TV KDLO-TV

JOE FLOYD, ***President***

Evans Nord, Gen. Mgr. Larry Bentson, V. P.
NBC PRIMARY
represented by H-R TELEVISION

channels lying fallow? Isn't it strange that with over 2,050 channels allocated that only 346 (by your count) are on the air? I think we can be proud of the fact that we already have 18 stations on the air and that so many more are in the process of securing the funds to follow suit.

Sure it is a slow process, but it's not quite as easy for a community to raise enough money to create and operate a station in a short time as it is for big business or big business interests.

You recommend the use of commercial channels for educational programs . . . [but] . . . how many commercial stations will grant Class A time to educational groups on a regular basis?

Henry H. Mamet, Mgr.
KRMA Denver

[Editor's Note: For another answer to B•T's Feb. 6 editorial, "A Plan for New Orleans (and the U.S.A.)," see EDUCATION, this issue.]

Surprised

EDITOR:

I was surprised to read the story [on WARL Arlington, Va.] in Feb. 6 B•T, concerning the new method of gathering news. Surprised, because four years ago we submitted an item of a similar nature.

I believe we can go WARL a couple better. In addition to the things they do, we also have added two completely equipped cars, equipped with radio transmitters to broadcast directly back to the station any news happening. If of sufficient importance (accident, fire, etc.), it is broadcast direct from the scene, otherwise it is taped for a regular news show.

The only twist used by WARL that is not in use here, is the calling of persons located near the scene for a report. Instead of this method, we take our radio transmitter equipped car to the scene and broadcast our own findings and interview witnesses right on the spot.

Several stations we know have followed, with variations, the same format used here at KTKR, not for months, but for years.

Kenneth Aitken, Pres.
KTKR Taft, Calif.

[EDITOR'S NOTE: In the WARL article, the "twist" (of using telephone interviews with eyewitnesses) was the thing. To B•T's knowledge it is a unique technique, and therefore of interest to other broadcasters.]

The California Story

EDITOR:

Please accept our congratulations for your California market story which appeared in the Jan. 30 issue of B•T. The story is extremely well done; it's realistic, it's based on fact, it's accurate, and as completely descriptive as one could get in that amount of space.

Dan Bellus, Prom. Dir.
KFMB-TV San Diego

EDITOR:

. . . We think the California story is terrific. . . .

Graham H. Moore, Sales Mgr.
KSBW-TV Salinas, Calif.

EDITOR:

Just want to compliment B•T for publishing the recent article about California.

Of course the story is a great one, and Larry Christopher did a magnificent job in research, writing, and creating the intangible spirit of progress that is felt by everyone living here.

Please send three extra copies.

L. E. Chenault, Gen. Mgr.
KYNO Fresno, Calif.

[EDITOR'S NOTE: Reprints of "The California Story" are available at $15 per 100, plus shipping costs.]

IT TAKES B-5* TO KEEP HIM SMILING!

***HIS BIG 5 DISC-JOCKEYS**

They keep Larry Bentson, top man at WLOL, grinnin' 24 hours a day! He knows they call the tune for a million-and-a-half-plus radio listeners.

Surveys confirm WLOL's vast popularity—its smart programming of music, news and sports.

Start your Northwest sales records smiling with a success campaign on WLOL!

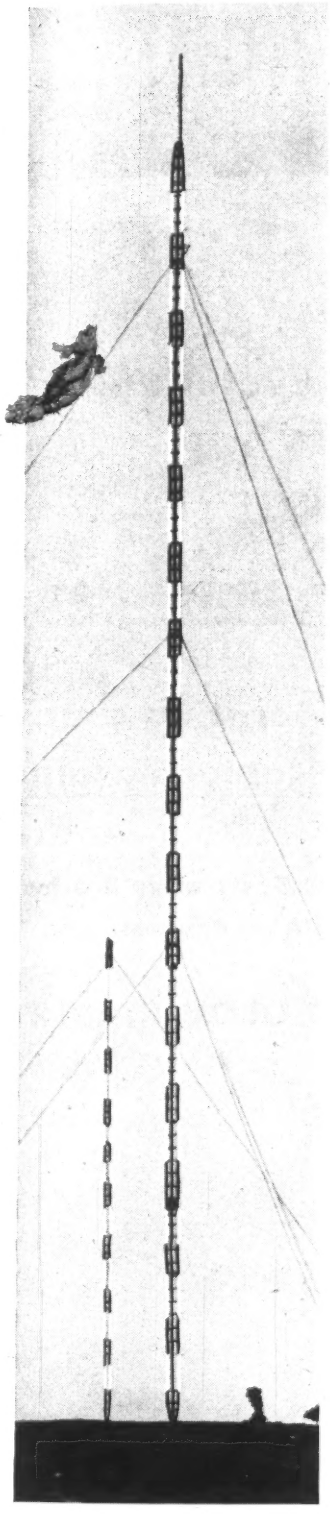
THE STATION WITH B-5!

THE TOPPER IN INDEPENDENT RADIO

WLOL
MINNEAPOLIS - ST. PAUL
5000 watts—1330 on your dial

LARRY BENTSON, ***Pres.***
Wayne "Red" Williams, *Mgr.*
Joe Floyd, *Vice-Pres.*

Represented by AM RADIO SALES



NEW 1282-FOOT TRUSCON TOWER HELPS WWTV REACH 42 COUNTIES

More than 300,000 television sets are now receiving a signal from WWTV in Cadillac, Michigan, thanks to their new cloud-scraping Truscon Tower.

Truscon® designed, built and erected this gigantic steel structure which replaced a 530-foot Truscon tower that had been used since the station went on the air January 1, 1954.

One of the tallest in the world, this installation is typical of the Truscon Towers going up all over the country to serve our increasing television requirements. Station executives realize that for year-in, year-out dependability, nothing stands up so well through extremes in wind and weather—in all types of topography—as Truscon Steel Towers.

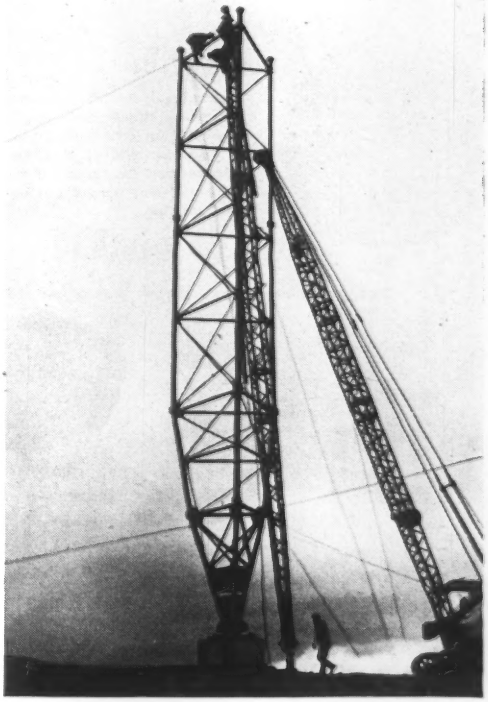
A dramatic demonstration of their great stability is the remarkable record established during the Eastern hurricanes. Not a single report was received of a Truscon Tower's having been damaged by the terrific onslaught of the high winds.

Truscon, with unexcelled engineering ability and modern, efficient manufacturing facilities, can create the tower you want . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for A.M., F.M., T.V. or Microwave transmission.

To get your Tower program started, just write or call your nearest Truscon District Office or tower headquarters in Youngstown.

Firmly supported by guy wires, WWTV's majestic 200-ton Truscon Tower measures 1,202 feet, is topped by an 80-foot television antenna. The old 530-foot tower is in the background.

Erection is underway on the big tower. Triangular in shape, the sides measure 11 feet. A glance at the completed tower (left) shows a long way to go.



TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

A NAME YOU CAN BUILD ON

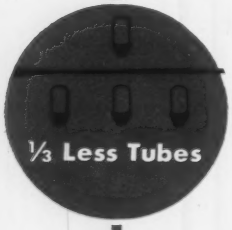
It's Here! RCA's Production C

MORE EFFICIENT

"All-in-one" Processing Amplifier combines the signal processing functions of previous channel amplifier, gamma corrector, shading generator, and monitor auxiliary.

COMPACT

The new equipment utilizes only 100 inches of rack space; can be mounted in only 1⅓ racks for efficient, compact installation.



LOW OPERATING COST

Requires half the ac power needs of conventional equipment and permits elimination of 50% of former dc power supplies. Uses 9 less rack-mounted units, and 134 fewer tubes — conservatively operated for extended life.

FAST SETUP

Centralized controls minimize setup time, require but a single operator for control functions. In addition, over-all stability, improvement in camera performance and picture quality are assured.

. . with the revolutionary

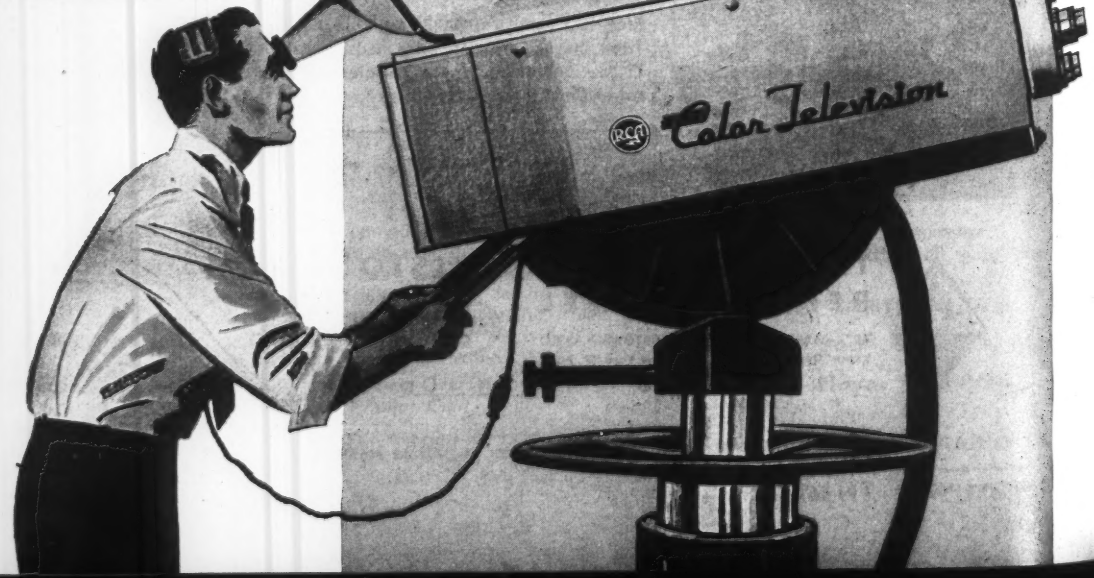
all-electronic

processing amplifier

and only 2 operating controls for entire camera chain

12-Page Descriptive Brochure Available on Request.

RCA TK-41 TYPE COLOR CAMERA



n COLOR CAMERA TV EQUIPMENT

No need to wait any longer for *production* live color TV equipment! RCA has it now . . . a complete new TK-41 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one. It not only provides important savings in components, floor space and operating costs, but assures highest quality at lowest expense.

This is the complete color camera TV equipment that television stations are now using in their swing to color, or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT **CAMDEN, N.J.**

Wise Owl: sells drug products in L.A. on KMPC

• Owl Drug Company's recent renewal of their 60-programs-weekly schedule on 50,000-watt KMPC is based on their 4-year experience on the station. *The agency with drug product accounts may well follow the lead of this successful retailer, who checks sales results at cash registers daily.*

• As with drug store items, so with other products and services. KMPC, with its Music-News-Sports program pattern, has success stories by the handful in every important category. Ratings? Consistently good. Your favorite measurement service will show KMPC in a favored place in Los Angeles.

. . . If You Want To SELL Southern California . . . BUY

KMPC

710 kc LOS ANGELES

50,000 watts days 10,000 watts nights

Gene Autry, President
Robert O. Reynolds, V.P. and Gen. Mgr.
Represented Nationally by AM Radio Sales

our respects

to JOSEPH McKINLEY BRYAN

WHEN A MAN's love of outdoor life lands him in the position of investment expert for an insurance company—when, in that capacity, he puts his company into the speculative business of broadcasting in the middle of the depression—when, 13 years later, a demonstration of colorcasting convinces him that this is the time to get into black-and-white tv station ownership—and when all of these moves pay off handsomely—there's the unusual story of an unusual man—Joseph M. Bryan, president, Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte, N. C.; WBTW [TV] Florence, S. C.) and senior vice president of the parent company, Jefferson Standard Life Insurance Co., which also owns WBIG Greensboro and a 16.5% interest in WFMY (FM) and WFMY-TV Greensboro, N. C.

The paradoxical trend of Joe Bryan's life was set at his birth, Feb. 11 in the election year of 1896, in Elyria in the strongly Republican state of Ohio. He was promptly given the middle name of McKinley to offset the Democratic implications of his surname. Educated in the public schools and Mount Herman Preparatory School, Mount Herman, Mass., young Joe traded his school books for a rifle and a trip abroad with the AEF in World War I.

When he shed his sergeant's chevron's at the end of hostilities, Joe decided that the West Indies would be a good place to settle down, so he wangled a job as Haitian representative of a New York firm of cotton and coffee brokers. This worked out not only well but too well and in 1923 he found himself back in Manhattan as a member of the New York Cotton Exchange. It was here, with the short but hectic operating hours of the exchange, that Joe learned to go without lunch, a habit that has enabled him to keep up with his reading while others eat, he says. It's also proved valuable in times of negotiations, he comments, as he can continue indefinitely while the others get hungry and in a mood to compromise.

Come 1931 and the effects of the crash had hit the cotton exchange as well as the stock market and Joe, now a husband and father, was looking for a change, particularly one that would take him away from the city to some better place for the kids to grow up and incidentally, of course, some place where he could go golfing or fishing or shooting a little oftener. So, when his father-in-law, Julian Price, president of Jefferson Standard Life Insurance Co., suggested that there was an opening for a man with investment experience in the home office at Greensboro, N. C., he was not hard to convince.

It was three years later, after Mr. Bryan had become secretary and a director of the insurance company, that Jefferson Standard had a chance to buy a local radio station—WBIG Greensboro—at a depression type price that outweighed his professional distaste for so speculative an insurance company investment. "For many years I was able to report to the board each year that the earnings had equalled 100% of that investment," he now recalls.

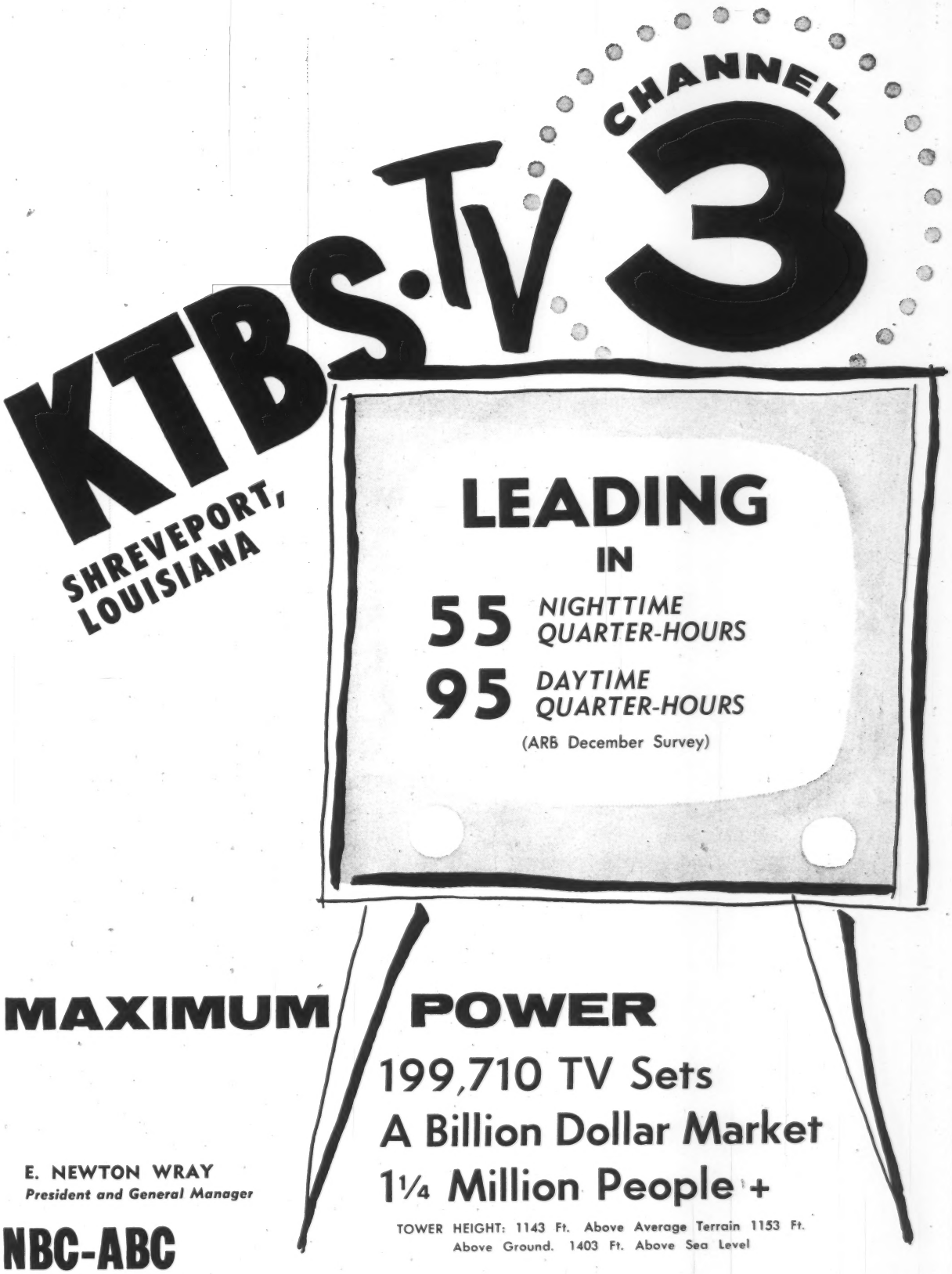
Encouraged by the success of this venture, and also by his experiences in financing station purchases of others who came to Jefferson Standard for loans, the firm was prompt to buy WBT Charlotte, N. C., when CBS put that station on the market in 1945. Two years later, while in New York for the World's Series, he noted the bars packed with people watching the games on tv. At that time he also saw a CBS demonstration of color tv which so impressed him that he rushed home and obtained the first tv grant issued for North Carolina.

"That was in 1948," he says, "and after I'd calmed down and remembered that, beautiful as it is, color was still some years away, I began to wonder whether I'd been a trifle hasty in getting into television so soon. But Jefferson Standard has a tradition of pioneering to live up to, so we went ahead and, fortunately, this venture has turned out better than we had any right to expect when we went into it."

So, one might comment, did the Bryans' move to Greensboro work out better than could have been foreseen in 1931. Here Joe and Mrs. Bryan (the former Kathleen Price) have lived and raised their three children: Kathleen (Mrs. Ray H. Taylor Jr.), Nancy and Joseph McKinley Jr. Here Mr. Bryan has steadily climbed to the top of his profession, a position certified last year when he was elected president of the American Life Convention, leading insurance trade association whose membership comprises the 250 companies doing 98% of the nation's life insurance business.

In addition to his posts as president of Jefferson Standard Broadcasting Co. and first vice president, director and member of the executive and finance committees of Jefferson Standard Life Insurance Co., Joe Bryan is also board chairman, director and executive committee member, Pilot Life Insurance Co., Greensboro; president and director, Carolina Apartment Hotel Corp., Raleigh; director and member of the executive committee, Security National Bank, Greensboro.

Mr. Bryan belongs to many fraternal, business, civic and social clubs, among them the Masonic order, and is a past president of the Southeastern Shrine Assn. and board member of the Greenville Unit, Shriner's Hospital for Crippled Children. He still finds time for golf and has not neglected his shooting, recently completing a term as president of the North Carolina Skeet Assn.


CHANNEL 3
KTBS-TV
SHREVEPORT, LOUISIANA
LEADING
IN
55 NIGHTTIME QUARTER-HOURS
95 DAYTIME QUARTER-HOURS
(ARB December Survey)
MAXIMUM POWER
199,710 TV Sets
A Billion Dollar Market
1¼ Million People +
TOWER HEIGHT: 1143 Ft. Above Average Terrain 1153 Ft.
Above Ground. 1403 Ft. Above Sea Level
E. NEWTON WRAY
President and General Manager
NBC-ABC
Represented Nationally by
Edward Petry & Co., Inc.
DOMINANT STATION OF THE ARK-LA-TEX

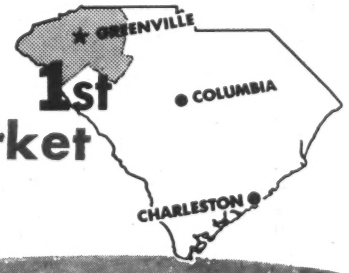
WF

RADIO

*That's South Carolina, Suh!

AGAIN SWAMP
IN RICH CAROLINAS

WFBC-Radio is 1st in South Carolina's 1st Market



Newest, Most Modern Radio and Television Facilities in the South!

PULSE Radio Listening Report Dec. 5-9, 1955 for Greenville 5-County Area

Station	6:00 A.M. to 12:00 Noon	12 Noon to 7:00 P.M.
WFBC	22	24
"B"	15	13
"C"	13	13
"D"	12	7
"E"	8	13
"F"	6	5

NBC AFFILIATE

WFBC

5,000 WATTS · 19 HOURS DAILY

AFFILIATED WITH WFBC-TV

GREENVILLE, S. C.

REPRESENTED BY AVERY-KNODEL

The PULSE Report for December 5th-9th, 1955 in the Greenville Market Area embracing the counties of Greenville, Anderson, Laurens, Oconee and Pickens, show WFBC's continuing leadership among all radio stations in this great market. Market Data for the five counties:

Population	400,500
Incomes	$504,335,000
Retail Sales	$307,563,000

Write the Station or Avery-Knodel for details of this latest PULSE Survey, and for complete information about WFBC's rich 5-county Greenville Market.

BC TELEVISION

COMPETITION
INDUSTRIAL AREA

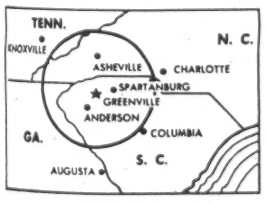
WFBC-TV Leads Others by Wide Margin in Latest Pulse Survey

AREA PULSE SURVEY OF TELEVISION AUDIENCE INDEX (5 Counties)
SHARE OF TELEVISION AUDIENCE DECEMBER 4-10, 1955

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Other Stations
SUNDAY						
12 Noon-6:00 P.M.	35.7%	48%	24%	15%	8%	4%
6:00 P.M.-Midnight	51.3%	55%	23%	16%	2%	4%
MON. THRU FRI.						
7:00 A.M.-12:00 Noon	13.2%	64%	36%	0%	0%	0%
12:00 Noon-6:00 P.M.	25.5%	61%	21%	15%	3%	0%
6:00 P.M.-Midnight	46.0%	56%	18%	17%	3%	6%
SATURDAY						
10:00-12:00 Noon	32.5%	70%	30%	0%	0%	0%
12:00 Noon-6:00 P.M.	27.3%	51%	31%	12%	2%	4%
6:00 P.M.-Midnight	54.6%	58%	16%	15%	6%	5%

*The five counties are Greenville, Anderson, Greenwood, and Spartanburg, S. C. and Buncombe (Asheville) N. C. They make up the rich industrial area of the Piedmont Carolinas.

WFBC-TV Has A Total Market of 60 Rich Counties in 4 States!



Within WFBC-TV's 100 Microvolt contour are parts of the four states of South Carolina, North Carolina, Georgia and Tennessee. This area has more than 450,000 Homes, Incomes of nearly 2-Billion Dollars, and Retail Sales of 1¼-Billion Dollars. Ask our Representatives for complete data.

REPRESENTED BY WEED TELEVISION CORP.

NBC NETWORK

Channel 4
WFBC-TV
Greenville, S. C.

Video—100,000 watts (FCC MAXIMUM)
Audio— 50,000 watts
Antenna height—1204 feet above average terrain, 2204 feet above sea level.

"The Giant of Southern Skies"

another first for K-NUZ

TWLM

The World's Largest Microphone!

"BIG MIKE STUDIO"

"BIG MIKE No. 2"

"BIG MIKE No. 2"—K-NUZ's second and newest radio station on wheels was born a Chevrolet Nomad Station wagon. The custom built broadcasting equipment in "Big Mike No. 2" enables K-NUZ to broadcast disc jockey shows direct from any point in Houston. The fidelity of musical broadcasts from "Big Mike Studio" is the talk of the Houston radio world.

"BIG MIKE STUDIO"—The World's Largest Microphone is over 14 feet high, and is an exact scale model of the "newsman's mike". "Big Mike Studio" is equipped with turntables and a complete console. The leather upholstered and fully carpeted interior is large enough so that a disc jockey can interview as many as four people in air conditioned comfort. Together with "Big Mike No. 2", it makes a complete and self-sufficient Radio Station on wheels. Now, greater than ever ON THE SPOT COVERAGE means MORE SALES . . . WILL MOVE MORE MERCHANDISE . . . AT NO INCREASED COST!

"BIG MIKE No. 1"

In addition to K-NUZ's five-man news staff, "Big Mike No. 1" is a well-known "news personality" in Houston. Wherever news is being made, HOUSTONIANS LOOK TO "BIG MIKE" for complete coverage FIRST . . . and they get it . . . ON THE SPOT.

K-NUZ

"Houston's 24-Hour Music & News"

NAT'L REPS.—FORJOE AND CO.

IN HOUSTON, CALL DAVE MORRIS

JAckson 3-2581

STILL HOUSTON'S TOP RATED INDEPENDENT BY EVERY SURVEY!

HUBERT R. SWEET

on all accounts

HUBERT R. SWEET, media director of Atherton & Currier, New York, admits to spending both his business and social hours in "hunting." When he isn't scouring the countryside for radio-tv spot availabilities, he's likely to be tracking down a historical relic to add to his swelling collection of early American memorabilia.

In his 25 years in agency affairs, Mr. Sweet also has been called upon to hunt late American fauna. During the early years of World War II, as agency producer of Penn Tobacco Co.'s *Vox Pop* program on CBS Radio, he was seen chasing a billy-goat down Granby St., Norfolk's main thoroughfare. The goat was intended as a prize for that night's celebrity guest, the commandant of the Norfolk Naval District.

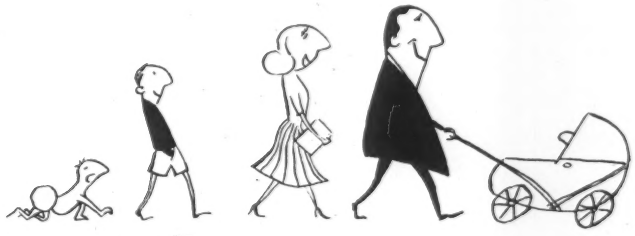
Currently, Mr. Sweet is hard at work to sell more and more Brylcreem to American males, a task he admits is made easier for him through the "wonder of spot tv"—so wonderful that for the client, Harold F. Ritchie Co., Clifton, N. J., Mr. Sweet spends over 90% of his yearly advertising budget in spot tv alone. Returns on this three-year investment show Brylcreem to have quadrupled its sales within the period. Brylcreem, one of five products A&C places in broadcast media (the others being Eno salts, Scott's Emulsion, Cuticura soap and Cuticura ointment) not only is claimed to be out-pacing its U. S. competitors, but also is said to be the world's largest-selling hair tonic.

Mr. Sweet, a journalism graduate (U. of Wisconsin), broke into advertising during early depression years as a cub with H. M. Kiesewetter Co., predecessor of Kiesewetter, Baker, Hagedorn & Smith, which dissolved last summer. By the end of 1932, he had married the former Ruth Snow and had also become the agency's production manager. In 1939, he became Mr. Kiesewetter's one-man radio production department, supervising *Vox Pop* and *Col. Stoopnagle*, the latter for the Mennen Co. In 1947, he joined Badger & Browning & Hersey, New York, and in 1951 he was named media director, resigning Jan. 1, 1955, to take a similar post with Atherton & Currier.

A direct descendant of a captain in the New York Militia who saw action at Gettysburg and the Battle of the Wilderness (Fredericksburg, Va.), "Hugh" Sweet naturally has joined the vast student-of-the-Civil-War cult. Whenever he has the time, he and his three sons set out to gather additional historical momentos on their forages into the country to add to his collection in his Riverdale, N. Y., apartment, now pretty well filled with relics.

"Special Events"* are important...

*We ought to know . . . we boast more children per executive than just about anybody.



And in Louisville...

WHAS-TV Programming pays off!

A recent WHAS-TV "special event" combined live feeds from Dayton and Nashville for a Saturday night "dream doubleheader" featuring 4 of the nation's top 10 basketball teams: University of Louisville vs University of Dayton and University of Kentucky vs Vanderbilt University.

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Associated with The Courier-Journal & The Louisville Times
Represented Nationally by Harrington, Righter & Parsons,

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

Your Sales Messages Deserves
The Impact of Programming of Character

ZIV S

VOTED No. 1 NEW SYNDICATED SHOW FOR '55!

"SCIENCE FICTION THEATRE"

ALL-STAR CAST . . . William Lundigan, Don DeFore, Howard Duff, Keefe Brasselle, Pat O'Brien, Vincent Price and others.

42.1
JACKSONVILLE
beats George Gobel, Ford Theatre, Dragnet, Studio One and others.

46.5 BOISE
beats Groucho Marx, Jackie Gleason, Arthur Godfrey, Bob Hope and others.

44.8 BAKERSFIELD
39.8 PORTLAND
32.8 FRESNO
ARB—November '55

RATE

"HIGHWAY PATROL"

STARRING
BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

51.9
BAKERSFIELD
beats Ed Sullivan, I Love Lucy, Disneyland, George Gobel and others.
58.2 JOHNSTOWN
30.5 COLUMBUS
40.2 PEORIA
ARB—Nov., Dec. '55

SELLING FOR BALLANTINE'S IN 23 MARKETS!

"I LED 3 LIVES"

STARRING
RICHARD CARLSON

Now 3rd Year in production!

26.6
BOSTON
beats Dragnet, Milton Berle, Studio One, Big Surprise and others.
48.4 PITTSBURGH
39.3 OMAHA
27.5 HOUSTON
TELEPULSE—Oct., Dec. '55
ARB—Nov. '55

RENEWED BY PHILLIPS IN 44 MARKETS!

NOTHING TURNS ON THE HEAT LIKE

SHOWS

CHAMPION OF THE PEOPLE! HERE'S PROOF!

"Mr. DISTRICT ATTORNEY"

starring **DAVID BRIAN**

37.6
OKLAHOMA CITY
beats Ed Sullivan, Disneyland, George Gobel, Arthur Godfrey and others.

56.6 CHARLOTTE
beats What's My Line, Studio One, Ford Theatre, Godfrey and Friends and others.

31.5 BOSTON
25.6 BALTIMORE

RENEWED BY CARTER'S IN 37 MARKETS!

ARB—Oct., Nov., Dec., '55

GREAT!

ZIV Television

NEW YORK • CHICAGO
CINCINNATI • HOLLYWOOD

NEW! ZIV'S NEXT BIG RATING-GETTER

"The Man Called X"

STARRING **BARRY SULLIVAN**

. . . . . ZIV PRODUCTIONS!

Tops in Indianapolis

CBS TELEVISION

All ratings confirm that the one *dominant* station in Indianapolis is

WISH-TV
channel **8**

BROADCASTING TELECASTING

February 20, 1956 Vol. 50, No. 8

RADIO NET TIME SALES RALLY TO $455.6 MILLION IN 1955

Biggest factor in radio's start to a recovery from the 1954 recession year is local radio's gain during 1955 of more than $30 million over the previous year. Estimates are B•T's, based on its annual analysis of radio economics prepared for the Yearbook & Marketbook.

VIGOROUS selling and revitalized programming combined last year to pull radio out of its 1954 dip.

Combined net time sales of the country's radio stations and networks amounted to $455,649,000, according to B•T's estimate, more than $4 million ahead of the 1954 combined net of $451,330,000 and only 4.5% below the all-time industry high of $477,206,000 achieved in 1953.

The above figures are net time sales, after all frequency and promotional discounts but before deduction of commissions to advertising agencies and sales representatives and other sales expenses. On a gross revenue basis, calculated at the one-time rate and before deductions of any kind, the combined 1955 radio station and network times sales amounted to $709,493,000.

The 1955 radio time sales figures are estimates, of course. Official tabulations, compiled each year by the FCC, will not be available for some months to come. These estimates of last year's radio business were made by B•T for the 1956 BROADCASTING YEARBOOK & MARKETBOOK (see next page) going into the mails this week.

The B•T estimate is based on a formula which has proved accurate year after year since its development more than a decade ago by Dr. Herman S. Hettinger, noted economist.

It was at the local level that radio made its greatest gains during 1955, gains of more than $30 million and more than enough to outweigh the $23 million drop in network time sales and $3 million decline in national spot business. Aided by an $800,000 increase in regional network time sales, the pickup in local business was sufficient to put radio back on the old schedule of every-year-better-than-the-last from which it deviated in 1954 when the overall industry net time sales fell 5.4% from the 1953 high.

With a 12.3% gain in 1955 from the 1954 level, local radio business in 1955 accounted for 61.0% of the radio industry total. National network time sales, down 30.3% from the previous year, made up 17.5% of the total. National and regional spot business, off 2.6% from 1954, equaled 25.6% of the overall time sales. Regional networks scored a 16.9% increase last year, but this class of business is only 1.2% of all radio time sales.

Television continued to expand its revenues in 1955, with the gross advertiser investment in tv for the year estimated at $1.045 billion by Television Bureau of Advertising, an increase of 30% over 1954. TvB puts the overall video net time sales at $692 million (compared to radio's $455.6 million) and breaks sales down this way: network: $312 million; spot: $235 million; local: $145 million. Tv today is largely a medium for national advertisers, just the reverse of radio, whose time is chiefly sold on the local level.

The non-broadcast media also showed increased billings in line with the generally improved business conditions prevailing last year in comparison with 1954. Newspapers, magazines and direct mail advertising revenue are estimated well ahead of the previous year.

National advertising in newspapers for 1955 was put at $675 million by the Bureau of Advertising, American Newspaper Publishers Assn. This would represent a gain of 14% over the $594.12 million gross for 1954. It should be kept in mind that this figure is gross, that is, it is calculated at the one-time rate before any discounts have been subtracted, and also that it covers only the national advertising space and does not include the local ads in newspapers. Hence, the newspapers' $675 million cannot be compared either to net or gross radio billings.

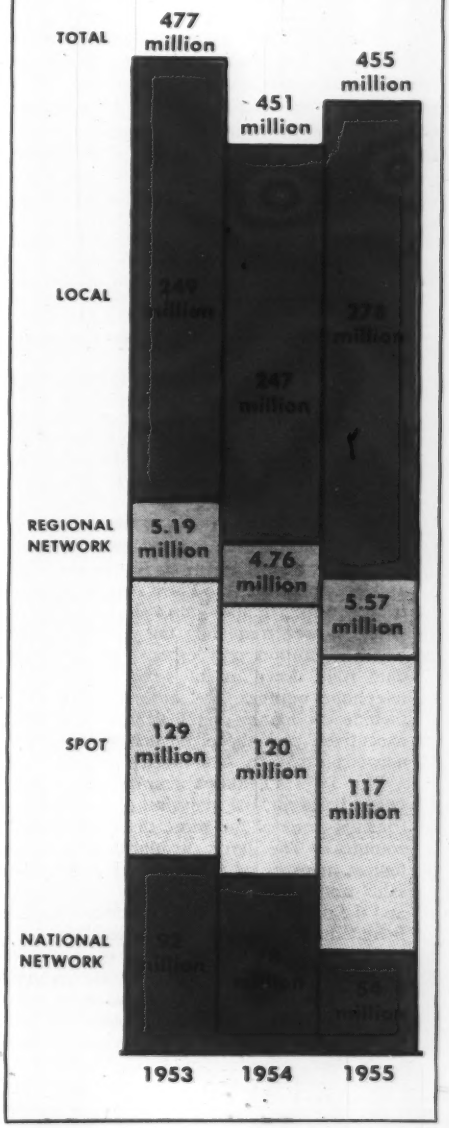
Magazine advertising gross billings for 1955 are estimated by Publishers Information Bureau to total $653 million. PIB noted that some magazines had dropped out of its lineup during 1955 and that therefore this total is not comparable to the gross of $604.12 million reported for 1954 but rather to an adjusted 1954 gross of $597 million. On that basis, 1955 saw a 9.4% increase in the gross advertising revenue of magazines. The $653 million magazine figure is comparable to the gross figure of $709.5 million for radio.

Direct mail advertising last year amounted to $1.5 billion, according to an estimate made by the Direct Mail Advertising Assn. This is an increase of 13% over the 1954 estimated total of $1.3 billion. These figures cover the cost of production and mailing of letters, postcards, booklets, brochures and all other types of direct mail advertising. Again, the direct mail figure is not comparable with radio time charges alone, but could be more appropriately compared to time plus program costs.

The accompanying tables give a clear picture of the trend of the radio broadcasting busi-

A DIP & A RISE

Radio's total net time sales, after an alltime high in 1953, sagged slightly in 1954 but rallied last year to recoup some losses.



RADIO'S NET TIME SALES: A 21-YEAR REPORT

Year	National Network	Change from previous year (%)	Regional Network	Change from previous year (%)	National Non-Network	Change from previous year (%)	Local	Change from previous year (%)	Total	Change from previous year (%)
1935 [1]	$ 39,737,867	....	[1]	....	$ 13,805,200	....	$ 26,074,476	....	$ 79,617,543	....
1936 [2]	.....	....	.....	....	.....	....	.....	....	.....	....
1937	56,192,396	41.4	2,854,047	....	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	[2]	....	28,109,185	21.6	32,657,349	—8.7	117,379,459	—0.6
1939	62,621,689	10.6	[2]	....	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940	71,919,428	13.1	1,869,583	....	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	79,621,534	10.7	2,752,073	47.2	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1942	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	53,898,916	4.2	190,147,052	5.8
1943	99,389,177	21.6	6,256,508	81.6	59,352,170	16.2	64,104,309	18.9	228,102,164	20.0
1944 [3]	121,757,135	22.5	7,612,366	21.7	73,312,899	23.5	84,960,347	29.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
1946	126,737,727	0.8	8,043,381	—3.1	82,917,505	8.1	116,380,301	16.6	334,078,914	7.6
1947	127,713,942	0.8	7,012,689	—12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	133,723,098	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	128,903,467	—3.6	5,994,858	—18.2	108,314,507	3.4	182,144,301	6.5	425,357,133	2.1
1950	124,633,089	—3.3	6,897,127	15.0	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1951	113,984,000	—8.5	8,481,000	23.0	119,559,000	0.6	214,519,000	5.6	456,543,000	0.6
1952	102,528,000	—10.0	7,334,000	—13.5	123,658,000	3.4	239,631,000	11.7	473,151,000	3.6
1953	92,865,000	—9.4	5,192,000	—29.2	129,605,000	4.8	249,544,000	4.1	477,206,000	0.9
1954	78,917,000	—15.0	4,767,000	—8.2	120,168,000	—7.3	247,478,000	—0.8	451,330,000	—5.4
1955 [4]	54,997,000	—30.3	5,573,000	16.9	117,070,000	—2.6	278,009,000	12.3	455,649,000	1.0

[1] Nation-wide and regional networks combined.
[2] Data not available.
[3] Figures prior to this date not comparable in all categories.
[4] 1955 figures estimated.

★ ★ ★ ★ ★

ness, both for the immediate past and for the industry's entire recorded history, starting with 1927 when the inauguration of network broadcasting introduced the regular reporting of sales records for the industry. Early records divide the industry gross sales into two classes, network and all other revenue. In 1935 Dr. Herman S. Hettinger devised for B•T his system of estimating the more meaningful net time sales data, which also provides a breakdown of revenue by national network, regional network, national and regional spot and local business.

A comparison of 1954 and 1955 net time sales, shows at a glance that the postwar trend of increased emphasis on local business continued with increased acceleration last year, with time sales on the local level the only type to increase appreciably its share of the total. Regional network business was up slightly, spot declined a little and national network business continued its precipitous plunge.

Above is shown how each type of radio business has fared over a period of 21 years, beginning with 1935. In that year network radio time sales accounted for half of the industry total, a percentage figure never reached since, although the networks' dollar income continued to rise until 1948. In 1935, spot business was 17.3% of the industry total and local business 32.7%. By 1945 the figures had changed to: national networks: 40.4% (a sizable drop); spot: 24.7% (a sizable gain), and local: 32.1% (just about the same share). Last year, 1955, the division was national networks: 12.2%; spot: 25.6%; local: 61%. Regional networks have never amounted to more than 3% nor less than 1% of the overall total.

The two tables below report on radio's gross time sales (figured at the one-time rate, before discounts of any nature) for 1955 and for the 1927-1955 span, respectively.

★ ★ ★

THE TALLY OF ESTIMATED GROSS BILLINGS IN 1955

Class of Business	Estimated Gross Billings
National Network	$113,300,000
Regional & Miscellaneous Network	8,293,000
National Non-Network	174,196,000
Local	413,704,000
Total	$709,493,000

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RADIO'S ESTIMATED GROSS SINCE 1927

(000,s omitted)

Year	National Network	Others	Total
1927	$ 3,833	$ 987	$ 4,820
1928	10,227	3,873	14,100
1929	19,196	7,604	26,800
1930	27,694	12,806	40,500
1931	37,502	18,498	56,000
1932	39,107	22,793	61,900
1933	31,516	25,484	57,000
1934	42,659	30,228	72,887
1935	49,315	38,209	87,524
1936	59,671	47,880	107,551
1937	68,828	75,314	144,142
1938	71,728	78,390	150,118
1939	83,114	88,000	171,114
1940	96,456	123,344	219,800
1941	106,900	154,274	261,174
1942	118,200	167,280	285,480
1943	151,791	200,499	352,290
1944	190,677	256,033	446,710
1945	190,747	288,583	479,330
1946	193,010	319,400	512,410
1947	190,930	364,470	555,400
1948	198,996	417,600	616,500
1949	187,800	441,200	629,000
1950	183,069	489,482	672,551
1951	174,719	511,249	685,968
1952	163,453	551,522	714,975
1953	160,535	580,278	740,813
1954	137,641	554,186	691,827
1955	113,300	596,193	709,493

BROADCASTING YEARBOOK IN THE MAILS

THE 1956 BROADCASTING YEARBOOK AND MARKETBOOK, 22nd edition of an annual series of reference works published by B•T uninterruptedly since 1935, goes in the mails to subscribers this week.

Major feature of the new volume, as of it predecessors, is the radio station directory, listing every am and fm station in the U. S. and in Canada and the Latin American countries as well. In addition to showing the call letters, power, frequency, the year the station began operation and other such pertinent data right down to the street address and telephone number, the station listings also include the names of the licensee and chief executives, plus those of such specialists as news, sports, farm and women's directors.

The 1956 YEARBOOK continues a feature begun last year, the inclusion of market data for every one of the more than 3,000 U. S. counties. The latest available population figures, number of radio homes, total retail sales and individual food and drug sales, and the number of passenger automobiles are included in the market data tables.

Another continuing feature is the exclusive B•T estimate of radio billings for national and regional networks, spot and local business for 1955, together with similar net billings figures dating back for 21 years. Arthur C. Nielsen, president of A. C. Nielsen Co., market research firm, analyzes radio audience trends in another exclusive article.

A new feature is the directory of U. S. stations carrying foreign language programs, as well as a listing of those stations specializing in Negro programming.

Updated to Jan. 1, 1956, are the YEARBOOK's complete listings of the executives of all the radio networks, RCA, Columbia Broadcasting Systems Inc. (parent company), Federal Communications Commission, National Assn. of Radio & Television Broadcasters and Radio Advertising Bureau, as well as the lists of consulting radio engineers and of attorneys admitted to practice before the FCC.

Details of group ownership and newspaper ownership of radio stations are reported in the new YEARBOOK, as are regional networks and their members, station representatives and their lists, equipment manufacturers and their products, program organizations and their services, advertising agencies and their clients, labor unions, trade associations and other organizations connected with the broadcasting industry.

The 1956 BROADCASTING YEARBOOK AND MARKETBOOK is the radio counterpart of the 1955-56 TELECASTING YEARBOOK AND MARKETBOOK which currently is in use. The 1956-57 TELECASTING YEARBOOK AND MARKETBOOK will be published in August of this year.

NBC-TV BACKS UP RESEARCH SHOWING TV INFLUENCE IN FOOD, DRUG SALES

Network rebuts newspaper protest against survey in which Fort Wayne, Ind., grocers and druggists chose tv as top medium for national advertising. Later survey by newspapers is criticized.

TWO newspapers and NBC last week were engaged in arguing the respective powers of television and newspapers to influence food and drug sales in Fort Wayne, Ind. Each was quoting surveys with conflicting results.

• Attorneys - at - law (Helmke, Philips & Beams) for Fort Wayne Newspapers Inc. (*News-Sentinel* and *Journal Gazette*) have protested statements in a B•T article reporting results of an NBC-TV survey in the city (issue of Nov. 14, 1955), asking publication of the contents of their letter of protest and results of a follow-up newpaper survey.

• NBC-TV and the research firm of W. R. Simmons & Associates Research Inc., last week made a point-by-point rebuttal of the legal protest and the newspaper survey.

Summed up, the law firm's letter to B•T states that food stores and supermarkets replied to a newspaper survey by indicating substantial disagreement with B•T and its reporting of the NBC-TV survey. Similarly the Fort Wayne Pharmaceutical Assn. contended all of the main points "are not true," according to Helmke, Philips & Beams.

NBC-TV and the Simmons firm explain why their tv study "is a solid example of thorough, accurate and important research, and that the figures cited in NBC's report are an accurate reflection of the opinions and attitudes of Fort Wayne food and drug dealers toward national advertising media at the time of this study."

The law firm said its newspaper client had contacted 54 grocery stores and supermarkets doing a $33.6 million annual volume, or 73.7% of the total in Fort Wayne and Allen County. Of these, 33 completed a newspaper questionnaire (see complete results on this page, as supplied to B•T by Helmke, Philips & Beams).

Aside from stating that the B•T account of the NBC-TV survey "is in error and very misleading,"* the law firm did not claim the Simmons technique in its tv survey was at fault nor was a charge made that it was biased or marked by efforts to influence respondents.

On the other hand, Hugh M. Beville, NBC planning and development vice president, told B•T the newspaper survey has "such sharp discrepancies in sample, date, subject-matter and question-wording as to render any comparison of results entirely meaningless."

The Simmons firm, he pointed out, successfully interviewed 85% of the food and drug retailers listed, constituting "almost a census rather than just a sample of the dealers." He added, "The questions devised by Simmons were free of bias, the approach was objective and the results accurately reported."

The Simmons sample included 249 dealer replies compared to the 33 replies in the newspaper sample, he said, adding that the tv survey was conducted in April 1954. The law firm's letter to B•T noted that 17 of the 54 food stores and supermarkets contacted by the newspapers explained store managers do not answer questionnaires of any kind nor do they take part in surveys without permission of the general offices.

On the other hand, W. R. Simmons, head of the Simmons firm, said five of seven grocery chains that refused to answer the newspaper questions had submitted replies to the Simmons questions "perhaps because our interviewers were local Fort Wayne residents who were often personally acquainted with the managers."

Mr. Beville said "Simmons' objectivity in not disclosing the survey's sponsorship is clearly demonstrated by the newspapers' own finding that 87% were not aware that they had been interviewed in a 'tv survey,' though several of those submitting testimonials for the newspaper had themselves been personally interviewed."

He questioned the objectivity of the newspaper survey this way: "The fact that the newspapers present letters and testimonials which were clearly solicited may raise some question as to the objectivity of the data they present. There are few more effective techniques for biasing a survey than to let the respondents know who is behind it and what he wants to prove."

A key point of Mr. Beville's statement centers on the subject matter of the two surveys. He said, "The NBC survey is explicitly directed toward *national* advertising. The newspapers' survey fails to specify, but the context distinctly implies *local* advertising. The testimonials appear to have been solicited by the retail advertising department of Fort Wayne Newspapers Inc., and dwell chiefly on local advertising.

"Simmons' investigation specifically concerned attitudes toward national advertising and care was taken to employ this phrasing in each question. This phrasing was also used in the heading of each chart in the NBC report and was reproduced with these charts in the B•T article. The NBC report makes it very clear that the figures are concerned with national advertising media: By actual count, the phrase 'national advertising' is used 23 times in the eight pages. The newspapers' discussion ignores completely this fact. Argument would hardly be expected if their respondents were thinking primarily of local and ours of national advertising."

Discussing the difference in the NBC-TV and newspaper questionnaires, Mr. Beville said, "The newspaper's survey avoided using the questions reproduced in B•T and instead submitted a quite different set of questions. The Simmons questions were carefully pre-tested for objectivity and freedom from bias. They concerned all national media impartially and required substantiation of the respondent's answers with specific examples and concrete experiences. The newspapers' questions, on the other hand, were highly generalized statements answered with only a superficial 'yes-no' or 'true-false'—a method hardly comparable with the solid research procedure of Simmons."

The Survey's Showings

The results of the newspaper questionnaires completed by 33 food stores and supermarkets show among other things the following, according to Helmke, Philips & Beams:

"1. That 62.5% answered yes to the question, 'In your opinion do tv ads get more dealers to stock new brands than do newspaper, radio, magazines or other media,' when your (B•T's) article stated, 'Two out of every three dealers queried reported that tv more than other forms of advertising started people talking about the brands.'

"2. That 57.5% of the grocers answered no to the following question, 'Do tv advertised brands encourage more dealers to promote them in stores by more or better or special displays

RESULTS OF NEWSPAPER SURVEY

FOLLOWING is the text of results of Fort Wayne newspaper survey of food stores, as supplied to B•T by Helmke, Philips & Beams, counsel for Fort Wayne Newspapers Inc.:

In your opinion are dealers more aware of tv than any advertising medium?

10 stores answered NO to the above question.
23 stores answered YES to the above question.
70% answered YES to this question.

In your opinion do tv ads get more dealers to stock new brands than do newspapers, radio, magazines or other media?

12 stores answered NO to the above question.
20 stores answered YES to the above question.
1 store did not answer this question.
62.5% answered YES to this question.

Do tv advertised brands encourage more dealers to promote them in stores via more and better or special displays and shelf space?

19 stores answered NO to the above question.
14 stores answered YES to the above question.
57.5% answered NO to this question.

Dealers are more impressed with the specific selling performance of tv in their stores than any other kind of advertising and as a result more of the dealers urge manufacturers to support lines they stock with tv (true or false?).

18 stores answered FALSE to the above question.
15 stores answered TRUE to the above question.
54.5% answered FALSE to this question.

Have you ever been contacted before regarding any kind of television survey?

26 stores answered NO to the above question.
4 stores answered YES to the above question.
3 stores DID NOT ANSWER this question.
87% answered NO to this question, out of the 30 stores which answered the question.

*NBC officials have said that B•T's story accurately described the results of the Simmons survey.

and shelf space?', when your (B•T's) article states that the situation was the reverse.

"3. That when asked whether the following statement was true or false, 'Dealers are more impressed with the specific selling performance of tv in their stores than any other kind of advertising and as a result more of the dealers urge manufacturers to support lines they stock with tv,' 54.5% answered false to this question. Your (B•T's) article specifically stated that 'Three out of four said they would recommend tv, 2½ times the number advising newspapers and also greater than the sum total of newspaper, magazine and radio advertising recommendations.'

"4. That 87% answered no when asked the following question, 'Have you ever been contacted before regarding any kind of tv survey?'"

The newspaper survey material included letters from such food firms as Kroger Co., Rogers Markets, Marsh Foodliners, A. H. Perfect & Co., Maloley Brothers, Bazley Markets and Bursley & Co. These letters supported the newspaper survey findings and in several cases voiced disagreement with the B•T account of NBC-TV's survey.

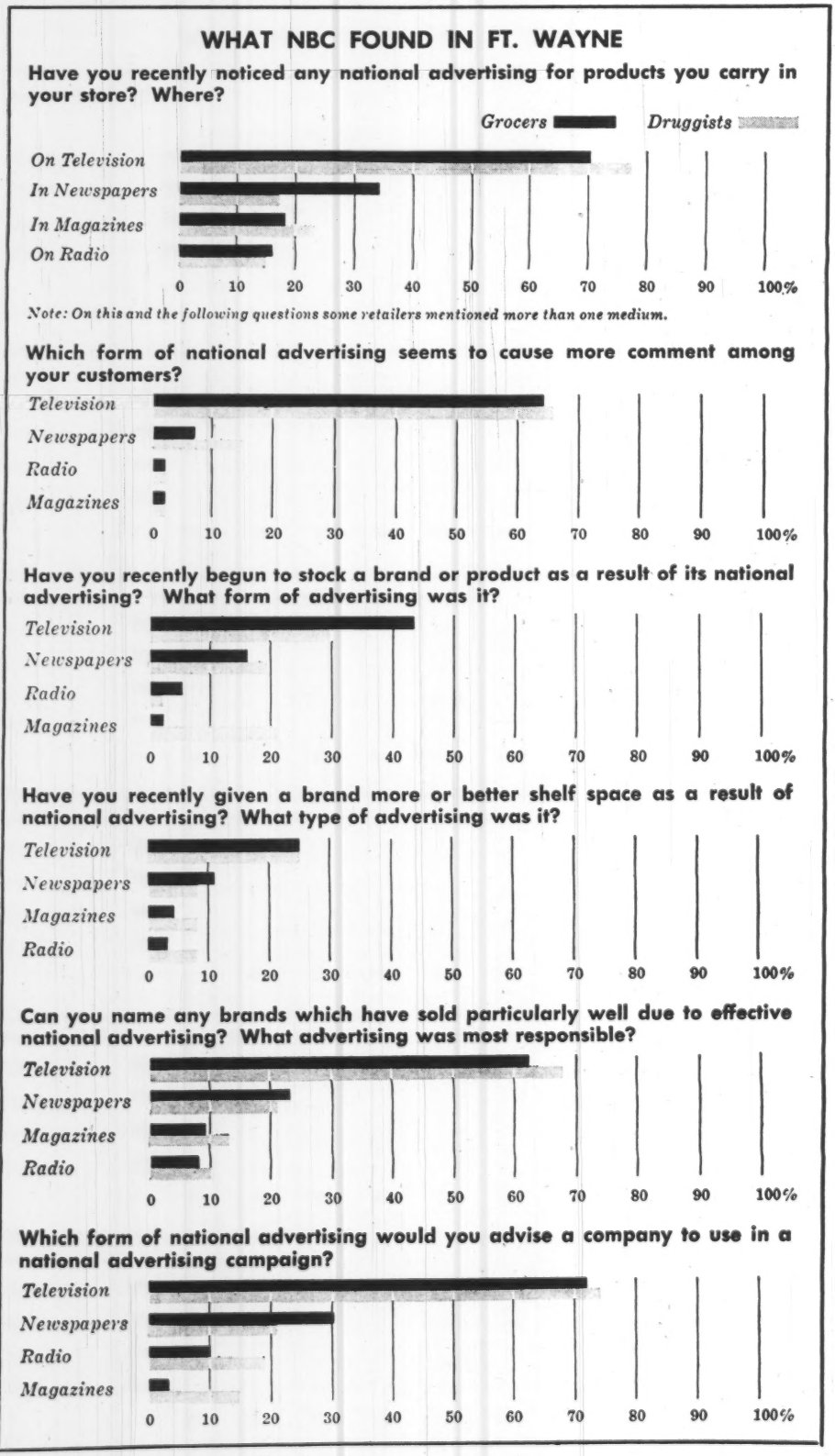
Discussing the views of Fort Wayne druggists, Helmke, Philips & Beams supplied this summary, "The Fort Wayne Pharmaceutical Assn., of which 54 pharmacies in Fort Wayne are members, wrote a letter signed by the officers and board of directors to our client (Fort Wayne Newspapers Inc.) in which they stated that 'All of the main points brought out in this article (B•T's) by Dr. Thomas E. Coffin (NBC manager of research) are not true.' These 54 pharmacies represent 98% of the total number of pharmacies in Fort Wayne. This letter, a photostatic copy of which is attached hereto as Exhibit B, definitely disagrees with your (B•T's) article and substantially states that the pharmacies in Fort Wayne, Ind., prefer that their suppliers and manufacturers spend their advertising money in the newspapers when they advertise in the Fort Wayne market."

The law firm's letter to B•T, signed by Walter E. Helmke, concludes, "My client would appreciate it very much if you would publish the contents of this letter in one of the forthcoming issues of your magazine."

Mr. Simmons said any similarity between the NBC-TV and newspaper studies "must be considered somewhat coincidental." He said the NBC-TV sample was taken from a list of food and drug stores prepared by the newspapers themselves. He continued, "Excluding delicatessens and stores which carried meat and fish only, their lists total 289 stores in the area covered. Of these, we interviewed 260 (205 grocery stores, 55 drug stores) in the first wave of interviewing and six months later reinterviewed 249 (196 grocery, 53 drug). Thus, two-wave interviews were completed with over 85% of the drug and grocery stores in the area. Certainly, in the field of retail surveys, this sample is an unusually large proportion of the entire universe being studied."

He expressed surprise "that even 15 dealers would say they 'urge' manufacturers to do any kind of advertising. It is even more surprising that so many should 'urge' tv advertising when that one medium is pitted against all other media collectively. None of the questions reported in the NBC study are, in any sense, the equivalent to this (newspaper) one. I would not like to hazard a guess as to how the result should be interpreted. I certainly do not consider it comparable, as has been suggested, to our (NBC-TV's) question about the form of advertising dealers would suggest for a national product they carry."

The chart below appeared in B•T's Nov. 14, 1955, account of NBC-TV's Ft. Wayne study:


WHAT NBC FOUND IN FT. WAYNE
Have you recently noticed any national advertising for products you carry in your store? Where?
Grocers
Druggists
On Television
In Newspapers
In Magazines
On Radio
0 10 20 30 40 50 60 70 80 90 100%
Note: On this and the following questions some retailers mentioned more than one medium.
Which form of national advertising seems to cause more comment among your customers?
Television
Newspapers
Radio
Magazines
0 10 20 30 40 50 60 70 80 90 100%
Have you recently begun to stock a brand or product as a result of its national advertising? What form of advertising was it?
Television
Newspapers
Radio
Magazines
0 10 20 30 40 50 60 70 80 90 100%
Have you recently given a brand more or better shelf space as a result of national advertising? What type of advertising was it?
Television
Newspapers
Magazines
Radio
0 10 20 30 40 50 60 70 80 90 100%
Can you name any brands which have sold particularly well due to effective national advertising? What advertising was most responsible?
Television
Newspapers
Magazines
Radio
0 10 20 30 40 50 60 70 80 90 100%
Which form of national advertising would you advise a company to use in a national advertising campaign?
Television
Newspapers
Radio
Magazines
0 10 20 30 40 50 60 70 80 90 100%

JWT Makes Appointments On New Schlitz Account

APPOINTMENTS of an account supervisor and account executive to work on the newly-acquired Jos. Schlitz Brewing Co. business have been made within J. Walter Thompson Co.

George P. Richardson Jr., vice president in JWT's Detroit office, is transferring to Chicago as account supervisor. He has been an executive on the Ford account since 1946.

Ross Littig, formerly account executive on Swift & Co. products and currently on *Better Homes and Gardens*, also moved to Schlitz.

The Thompson agency already has assigned three vice presidents in its New York, Los Angeles and Chicago offices as a "coordinating" team for the beer account [B•T, Feb. 6].

10 BBDO OFFICES IN C-C MEETING

BBDO, New York, which holds its annual convention Friday in New York, will use closed circuit tv to permit all of its 1,900 employes in 10 offices across the country to view major proceedings at the convention [CLOSED CIRCUIT, Jan. 9]. The theme will be "What's New at BBDO."

Marketing and advertising trends in such varied industry categories as food, drug, soft goods and utilities will be analyzed at the all-day session. BBDO client case histories will illustrate developments in these fields.

The first BBDO annual convention was held in 1929.

"I believe this is the first time that an advertising agency will have tried out closed circuit television on a meeting of its own people," Ben Duffy, BBDO president, said. "We're using this as an additional means of keeping everyone in the agency informed of the newest and best things we're doing for clients."

The BBDO management will discuss the agency's operations and outlook, its analysis of trends in various media, the direction that BBDO services are taking, and the general position of the agency in 1956.

Among the members of the agency's management scheduled to appear on the televised phase of the convention program are Bruce Barton, chairman of the board; Alex F. Osborn, vice chairman of the board; Mr. Duffy; Fred Manchee, executive vice president and treasurer; and J. Davis Danforth, Charles H. Brower and Edward A. Cashin, executive vice presidents.

Sheraton Closed Circuit Inc. is in charge of arrangements for the television network which will connect meeting rooms in Sheraton Hotels in the 10 BBDO office cities: Los Angeles-Hollywood; Buffalo; Detroit; Boston; San Francisco; Minneapolis; Chicago; Pittsburgh; Cleveland, and New York.

Falstaff Airs Special Show On ABC-TV Regional Network

FALSTAFF BREWING CO., St. Louis, will sponsor a 90-minute tv spectacular March 1 in the San Francisco-Fresno-Sacramento area on a special regional ABC-TV network. The program, featuring Vivian Blaine, Jonathan Winters, the Sportsman Quartet and other nationally-known talent, will mark Falstaff's third year of distribution activities in the California market.

The Falstaff show, an expanded version of the company's regular, half-hour KGO-TV *San Francisco Tonight* program with Don Sherwood, will originate in that city's War Memorial Opera House. KGO-TV will feed it to KBAK-TV Bakersfield, KJEO (TV) Fresno and KCCC-TV Sacramento. Agency for Falstaff is Dancer-Fitzgerald-Sample, San Francisco. Production for the one-time spectacular will be handled by members of D-F-S's New York office, who will travel to the West Coast for the program.

Pabst Brewing Co. Elects Marshall Lachner President

MARSHALL S. LACHNER, formerly vice president of Colgate-Palmolive Co.'s Soap Div., has been appointed president of Pabst Brewing Co., effective April 3, it was announced last week. Harris Perlstein continues as board chairman and chief executive officer of the brewery, which is a heavy radio-tv advertiser. Mr. Perlstein was president for 29 years.

LATEST RATINGS

NIELSEN

Top Television Programs
Two Weeks Ending Jan. 21, 1956

Number of Tv Homes Reached (000)
†Total Audience

Rank		Rating
1.	Peter Pan (NBC)	18,077
2.	64,000 Dollar Question (CBS)	17,620
3.	Ed Sullivan Show (CBS)	16,918
4.	Disneyland (ABC)	16,041
5.	I Love Lucy (CBS)	15,374
6.	Dragnet (NBC)	14,918
7.	Jack Benny Show (CBS)	13,794
8.	You Bet Your Life (NBC)	13,689
9.	Ford Star Jubilee (CBS)	13,443
10.	December Bride (CBS)	13,338

‡Average Audience

Rank		Rating
1.	64,000 Dollar Question (CBS)	16,567
2.	I Love Lucy (CBS)	14,637
3.	Dragnet (NBC)	14,110
4.	Peter Pan (NBC)	13,654
5.	Disneyland (ABC)	13,654
6.	Ed Sullivan Show (CBS)	13,619
7.	You Bet Your Life (NBC)	12,952
8.	Jack Benny Show (CBS)	12,917
9.	Ford Theatre (NBC)	12,601
10.	Private Secretary (CBS)	12,145

Percent of Tv Homes Reached*
†Total Audience

Rank		Rating
1.	Peter Pan (NBC)	54.4
2.	64,000 Dollar Question (CBS)	52.2
3.	Ed Sullivan Show (CBS)	50.7
4.	Disneyland (ABC)	47.3
5.	I Love Lucy (CBS)	45.2
6.	Dragnet (NBC)	43.4
7.	Jack Benny Show (CBS)	41.6
8.	Ford Star Jubilee (CBS)	40.7
9.	You Bet Your Life (NBC)	40.2
10.	Perry Como Show (NBC)	40.1

‡Average Audience

Rank		Rating
1.	64,000 Dollar Question (CBS)	49.1
2.	I Love Lucy (CBS)	43.1
3.	Peter Pan (NBC)	41.1
4.	Dragnet (NBC)	41.0
5.	Ed Sullivan Show (CBS)	40.8
6.	Disneyland (ABC)	40.2
7.	Jack Benny Show (CBS)	38.9
8.	You Bet Your Life (NBC)	38.0
9.	Ford Theatre (NBC)	36.9
10.	December Bride (CBS)	36.4

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.
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PULSE

Top Radio Programs
Evening

	Program Average Rating Nov. Dec.	Sept. Oct.
Our Miss Brooks (CBS)	5.9	5.3
Two for the Money (CBS)	5.6	5.0
Lowell Thomas, (6:45 p.m., M-F) (CBS)	5.5	4.5
Tennessee Ernie, (7-7:30 p.m., M-F) (CBS)	5.5	
E. R. Murrow, (7:45 p.m., M-F) (CBS)	5.2	4.4
Groucho Marx (NBC)	5.2	4.6
Dragnet (NBC)	5.0	4.4
Bergen-McCarthy (CBS)	4.8	4.1
Gunsmoke (CBS)	4.8	4.4
Suspense (CBS)	4.7	

Monday-Friday Daytime

	Program Average Rating Nov. Dec.	Sept. Oct.
Our Gal Sunday (CBS)	5.7	
Helen Trent (CBS)	5.4	5.4
Ma Perkins (CBS)	5.3	5.3
Arthur Godfrey (CBS)	5.2	5.2
Guiding Light (CBS)	5.2	5.2
Perry Mason (CBS)	5.2	5.2
Road of Life (CBS)	5.2	5.1
Young Dr. Malone (CBS)	5.2	4.9
Brighter Day (CBS)	5.1	
Nora Drake (CBS)	5.1	4.9
Wendy Warren (CBS)	5.1	5.2

Saturday & Sunday Daytime

	Program Average Rating Nov. Dec.	Sept. Oct.
Gunsmoke (CBS)	4.0	4.1
City Hospital (CBS)	3.6	3.3
Robert Q. Lewis (CBS)	3.4	3.4
Romance (CBS)	3.3	3.8
Woolworth Hour (CBS)	3.3	

TRENDEX

Top 10 Programs for Evening Network Television
Week of Feb. 1-7

1.	The Ed Sullivan Show (CBS)	40.3
2.	$64,000 Question (CBS)	40.0
3.	Perry Como (NBC)	36.4
4.	I Love Lucy (CBS)	36.0
5.	December Bride (CBS)	33.0
6.	Talent Scouts (CBS)	29.7
7.	You Bet Your Life (NBC)	29.6
8.	Red Skelton (CBS)	29.3
9.	What's My Line (CBS)	28.4
10.	Disneyland (ABC)	27.2

VIDEODEX

TOP TEN SPOT SHOWS *
JAN. 3-9, 1956

	Name of Program	Homes %	Homes (000)	Cities
1.	I Led Three Lives (Ziv)	19.4	6,309	133
2.	Dr. Hudson's Secret Journal (MCA-TV)	19.0	3,864	94
3.	Highway Patrol (Ziv)	18.9	6,480	157
4.	Liberace (Guild)	18.6	3,370	76
5.	Badge 714 (NBC Film)	18.3	4,991	122
6.	Science Fiction Theatre (Ziv)	17.0	5,320	125
7.	Eddie Cantor (Ziv)	16.5	2,519	85
8.	Guy Lombardo (MCA-TV)	16.4	2,931	77
9.	Confidential File (Guild)	16.3	3,703	66
10.	Cisco Kid (Ziv)	16.2	3,530	73
	Man Behind The Badge (MCA-TV)	16.2	2,743	65

* Appearing in a minimum of 20 markets
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Atlantic Refining Planning 1956 Baseball Sponsorship

ATLANTIC REFINING Co., one of the nation's top baseball sponsors for more than a score of years, is completing its 1956 schedule through N. W. Ayer & Son, Philadelphia. The sponsorship lineup on radio and television will follow the pattern of recent years plus an expanded tv schedule of 75 Philadelphia games. Pre-season games start March 10.

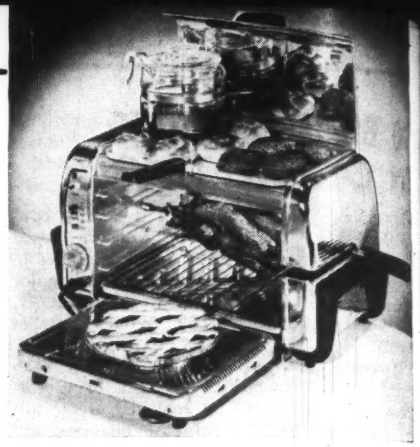
Completion of the Atlantic schedule awaits final negotiations with co-sponsors, particularly in the Pittsburgh area where the oil company has fed a tri-state network for many years. Plymouth Dealers and Atlantic share the Pirates network keyed from WWSW Pittsburgh.

The Philadelphia hookup will be shared on a one-third basis with Ballantine beer. Tasty Kake Co. and Phillies Cigars each will sponsor one-sixth of the package. This year the Philadelphia tv schedule will be enlarged by adding a group of night games away. Last year 50-odd weekday home and away games were sponsored. Stations are WFIL-TV, WRCA-TV, and WPFH (TV) Wilmington, Del., with WGAL-TV Lancaster, Pa., carrying some games. WIP will key a radio hookup.

In New England Atlantic will share Red Sox sponsorship with Narragansett Beer and Chesterfield on WHDH Boston and Yankee Network plus 51 tv games on WBZ-TV. Yankees will be sponsored on upstate New York stations.

Dodger Series Renewed

F. & M. SCHAEFER Brewing Co. and American Tobacco Co. for Lucky Strike will again sponsor the 102-game Brooklyn Dodgers baseball series over WOR-TV New York this year, marking Schaefer's seventh and Luckies' fifth season on the station. BBDO, New York, is agency for both.



HOW TV LIFTED ROTO-BROIL FROM

'DISMAL OBSCURITY' TO TOPS IN THE FIELD

THROUGH TELEVISION, Roto-Broil Corp. of America—three years ago a johnny-come-lately in the infra-red appliance field, today reportedly the world's largest manufacturer of automatic rotisseries—has increased its sales by 2,000% after only 2½ years of national advertising, 75% of it on tv.

To RBA president Albert Klinghoffer and Les L. Persky, head of Product Services Inc., New York, its agency, nothing looks quite as good today as the picture of their "Roto-Broil Fiesta" on a 21-inch video tube.

And little wonder, for hardly a day passes that does not see both client and account executive huddled together in the agency's New York office, looking for new and "different" ways in which to make the American public more "Roto-Broil-conscious."

Statistically, there is little that remains to be done along those lines. Three years ago, when the 25-year-old Jay Broiler Co. of New York, fighting for but a fraction of a total $20 million infra-red rotisserie business, engaged Product Services Inc. and changed its corporate name to Roto-Broil Corp. of America:

- its yearly retail sales were $1.8 million;
- its first three-month budget was $600 a week for combined media;
- it employed fewer than 200 people in an overcrowded New York loft.

Today, 36 months and $38 million later:

- its yearly retail sales exceed $40 million;
- it spends well over $50,000 a week, 75% in tv, 5% in radio, 20% in print;
- it occupies 400,000 sq. ft. of air-conditioned space in a refurbished $3 million Queens, New York, factory taken over from the Squibb division of Olin-Mathiesen Chemical Co., maintains a staff of over 1,500 to keep up with consumer demand.

"I would be the first to say," Mr. Persky told B•T last week, "that were it not for the draw and saturation of tv, there wouldn't *be* a Roto-Broil Corp. with nationwide distributors."

For RBA, the television picture shapes up like this: three years ago, the agency spent the entire $7,200 allocated by the client for *all* media in four local (WRCA-TV New York) spots a week. Today, it sponsors 30 minutes of the hour-long ABC-TV *Super Circus* program with Jerry Colonna (Sun., 5-6 p.m. EST) in 77 major cities. It syndicates its own packaged *Roto-Broil Magic Chef* 15-minute filmed tv cooking show with Lester Morris in approximately 65-70 national markets. It conducts a fluid series of local spot tests based on a modified "call-in" basis, i.e. "Call Western Union Operator 25," and has recently ordered a $100,000, 70-market monthly spot campaign effective March 1 [B•T, Jan. 30]. Furthermore, by early autumn, RBA expects to be sponsoring its first *nighttime* network series.

For agency head Persky, whose firm handles a total annual billing of $5 million, tv ratings mean little as compared to actual unit sales. "Because we are a small shop," he said, "we've kept our eyes open for bargains, and I don't mind saying that I consider myself a sharp trader."

One such "bargain" that netted RBA "fantastic results" was its first, totally unplanned entry into network tv. With a 1954 total budget of $500,000 (double the previous year's), Product Services had intended to push its Roto-Broil markets to the West Coast, piecemeal fashion, until opportunity knocked in late August. "In our case," Mr. Persky recalled, "We'd have to have been damned fools not to open the door."

Which is just what they did—right into the homes of some 30 million U. S. families.

What happened was that with few advertisers or their agencies dreaming of a congressional upset in the 1954 off-year elections, sponsorship of election-night coverage went begging. For a combined $165,000, RBA picked up an open-end, 300 station link on CBS-TV and NBC-TV, scheduled three live spots per hour until the final tally and, for its money, had not only a wide-open commercial field but also the otherwise luxuriously priced services of Edward R. Murrow and Dave Garroway. (A top CBS-TV executive later said, according to Mr. Persky, that RBA got what was "by far the best buy anyone ever got from us for that kind of coverage.")

For the next four months, Roto-Broil executive vice president Arthur O. Bregstein reports, "all hell broke loose." By April, RBA's December-March sales report listed 450,000 units sold, price-ranged at $39.95-$59.95. (Roto-Broil recently came out with a luxury model priced at $119.95.) In the meantime, Mr. Klinghoffer ordered all advertising stopped while Roto-Broil's production lines went into 24-hour operation. By mid-May, when the supply had once again caught up with the demand, Product Services resumed its efforts with three separate "live" demonstration spot campaigns on NBC-TV's participating *Today*, *Home* and *Tonight* shows from June through December.

"The biggest surge of orders followed election night," Mr. Persky said, "so that by the time their 1954 fiscal year ended, Roto-Broil could safely account for $11 million of wholesale business, $7 million more than in 1953."

Last year, with most U. S. advertisers stressing "gracious, modern living for the young at heart," the agency turned the campaign to pursuit of the younger, "more prolific" family by sponsoring a program that appealed to children. With its renewal last month of *Super Circus*, following the first 13-week cycle, and with current weekly sales averaging 20,000 units, the client feels he has made "more than a happy choice."

Roto-Broil Corp. of America, entering its 28th year in business (the first 25 were spent, according to Mr. Klinghoffer, in "dismal obscurity"), has now reached the enviable status of being able to go no further. Though the rotisserie market is far from exhausted, Klinghoffer & Co. feels it would be wasteful to remain known only as the world's foremost infra-red broiler manufacturers.

By April, Roto-Broil will have begun its first diversification process. By going into the deep-fat fryer, electric skillet and griddle field, RBA looks forward to active competition with such established home appliance leaders as Sunbeam, Presto, Westinghouse and General Electric.

"Television?" asks Albert Klinghoffer. "I *love* television!"

A PRINT of the *Roto-Broil Magic Chef* is examined by company president Albert Klinghoffer (l), executive vice president Arthur O. Bregstein (r) and president Les Persky of Product Services.

WORKING PARTNERS

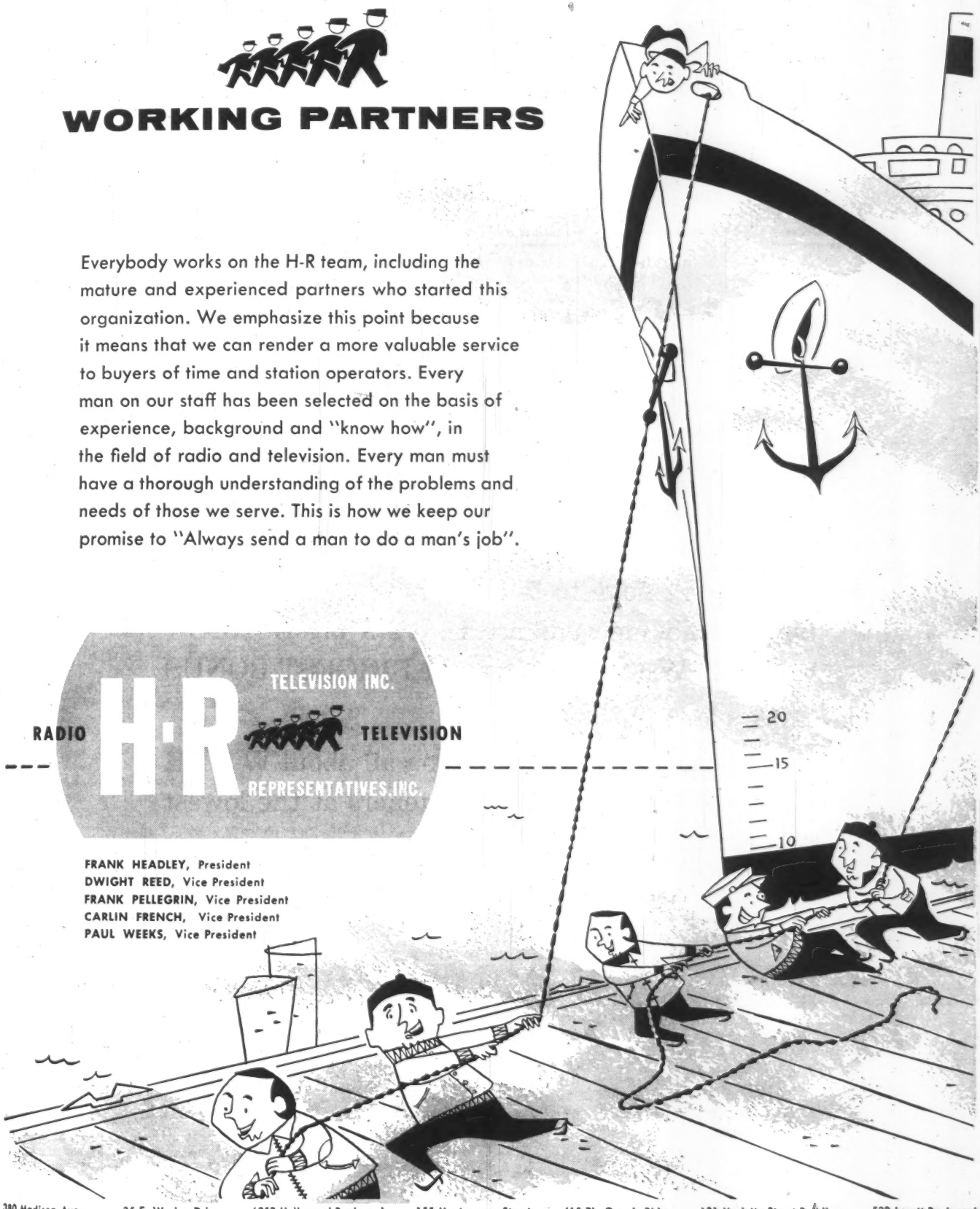
Everybody works on the H-R team, including the mature and experienced partners who started this organization. We emphasize this point because it means that we can render a more valuable service to buyers of time and station operators. Every man on our staff has been selected on the basis of experience, background and "know how", in the field of radio and television. Every man must have a thorough understanding of the problems and needs of those we serve. This is how we keep our promise to "Always send a man to do a man's job".

RADIO **H-R** TELEVISION

TELEVISION INC.

REPRESENTATIVES, INC.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President



380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

FIRST

in out-of-home audience

Survey after survey has proved that W-I-T-H leads every station in Baltimore in out-of-home audience. The latest was a Hooper Radio Audience Index of business establishments. With a 20.3% share of this audience, W-I-T-H is the No. 1 station.

We don't have to tell you how important this big out-of-home audience is. It's a big BONUS—and from W-I-T-H you get the BIGGEST BONUS of all!

Let your Forjoe man tell you all about W-I-T-H —the station that delivers listeners at the lowest cost-per-thousand in town!

IN BALTIMORE BUY

W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice President**

Schlitz Returns to Radio, Buys in Morning Godfrey

THE Joseph Schlitz Brewing Co. (Schlitz beer) will return to network radio, on or about April 1, sponsoring segments of the morning *Arthur Godfrey Time* on CBS Radio, in a purchase said to represent more than $1 million in gross annual billing.

This will be the beer firm's first use of network radio since Schlitz dropped sponsorship in 1952 of the *Halls of Ivy* program on CBS Radio. The spring start is reported to be keyed to a Schlitz campaign to appeal to the supermarket shopping habits of the housewife. An estimated 60% of all the beer sold in the U. S. is purchased by women.

Schlitz will sponsor the first 30 minutes of the program, on an alternating schedule, averaging 2½ days weekly (Tuesday and Thursday of one week and Monday, Wednesday and Friday of the other week).

J. Walter Thompson received the Schlitz account after it left the Biow Co. Biow resigned the account after taking over from Lennen & Newell [B•T, Jan. 30, 23].

$100,000 Campaign in L. A. Opens 12 Robert Hall Stores

ROBERT HALL CLOTHES, operator of 220 stores in metropolitan centers across the U. S., is spending $100,000 on radio and television in the greater Los Angeles area, starting today (Monday), to support the simultaneous opening March 1 of 12 new "family clothing" outlets there.

M. B. Scott Inc., Beverly Hills, is the agency handling western advertising for Robert Hall Clothes' national agency, Frank Sawdon Inc., New York.

California Loan Firm Expands Radio-Tv Budget

IDEAL MORTGAGE Co., Beverly Hills, Calif., loan firm which has relied principally on radio and television during the past several years, is expanding its broadcast budget by more than 50% this year, to $150,000, and will be spending more than $1 million by 1959, President Robert Bergman announced last week.

Mr. Bergman attributed the company's growth chiefly to radio-tv advertising, explaining 75% of its annual advertising budget goes to broadcasting. Firm has opened new branch offices in San Diego and Oakland, where local radio is used, and plans 15 offices throughout the state by the end of 1958. Local radio also is used in San Bernardino as well as two programs weekly on KCOP (TV) Los Angeles.

Ideal's expansion program calls for a $450,000 radio-tv budget next year and $750,000 in 1958. Ideal Mortgage's Los Angeles agency is Smith & Ganz and Robert Selby & Assoc., San Francisco, handles the firm's account in that area.

Miss Gray Flannel

SOMEWHERE along New York's advertising agency row there's a girl with the professional ability, personality and good looks which really make her fit for charcoal or gray flannel. And the Assn. of Advertising Men & Women is out to find her. The woman hunt to elect "Advertising's Miss of the Year" closes March 15. The winner on April 1 will begin a seven-day reign as "Queen of Inside Advertising Week"; be awarded a trip for two to Barbados Island, British West Indies, and a series of invitations to appear on New York tv shows. Information may be obtained from the association, Room 1107, 79 Madison Ave., New York 16.

Medium-Small Market Survey Purchased by ABC, NBC

AMERICAN RESEARCH BUREAU last week reported the signing of ABC and NBC for its full 1956 report of coverage and viewing habits in 225 medium to smaller markets, which was mailed to clients today (Monday). Over 100 others already had signed for the report, which is in addition to the 100 top markets ARB surveys regularly.

James Seiler, ARB director, reported that the joint surveys provide a picture of coverage and viewing habits in over 90% of the nation's tv homes.

Bottling Company's Sales Go Way Up Because of Tv

SALES RECORDS of the Squirt-Detroit Bottling Co., Detroit, over the last few cold-weather months were 70% ahead of the firm's sales the previous quarter, thanks to tv. The bottling company, which sponsors a five minute late evening weather show on WJBK-TV Detroit, has regularly used all media for its soft drink. What makes its October-December sales gain so impressive, however, was that Squirt used television only during the three-month period.

According to W. D. Jordan, president of the Detroit bottling company, "this unique marketing success reflects the value of television in a coordinated sales drive."

Mr. Jordan said that while there is no way to determine how much of the actual increase can be attributed directly to tv, the company was certain the visual medium was an "important factor."

The firm sponsors *Miss Fairweather* on WJBK-TV, 11:15-11:20 p.m., twice weekly. Late autumn and early winter usually are responsible for the bottling firm's lowest sales periods, Mr. Jordon reported.

K&E Makes Runyon V. P.

JACK W. RUNYON, in charge of the Los Angeles office, the Biow Co., has been elected a vice president in charge of the Los Angeles area for Kenyon & Eckhardt. Mr. Runyon also was manager for the former Lord & Thomas and Buchanan & Co. agencies in Los Angeles.

MR. RUNYON

Lee Sholty Jr. continues as manager and account executive of Kenyon & Eckhardt's Los Angeles-Hollywood office.

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS TV

Feb. 21 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

Feb. 25 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also March 3, 10, 17, 24, 31).

Feb. 28 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

Mar. 1 (8:30-9:30 p.m.) *Climax*, Chrysler Corp. through McCann-Erickson.

Mar. 6 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

Mar. 15 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

NBC-TV

Feb. 20-24 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also Feb. 27-March 2, 5-9, 12-16).

Feb. 21 (8-9 p.m.) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Feb. 21 (9:30-10 p.m.) *Armstrong Circle Theatre*, "Terror at My Heels," Armstrong Cork Co. through BBDO.

Feb. 23-24 (3-4 p.m.) *Matinee*, participating sponsors (Feb. 27-March 2, 5-9, 12-16).

Feb. 26 (4-5 p.m.) "Antarctica: Third World," sustaining.

Feb. 26 (7:30-9 p.m.) *Sunday Spectacular*, "Panorama," participating sponsors.

Mar. 5 (8-9:30 p.m.) *Producers Showcase*, "Caesar and Cleopatra," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Mar. 11 (2:30-5:30 p.m. EST and PST) "Richard the Third"—General Motors divisions as participating sponsors.

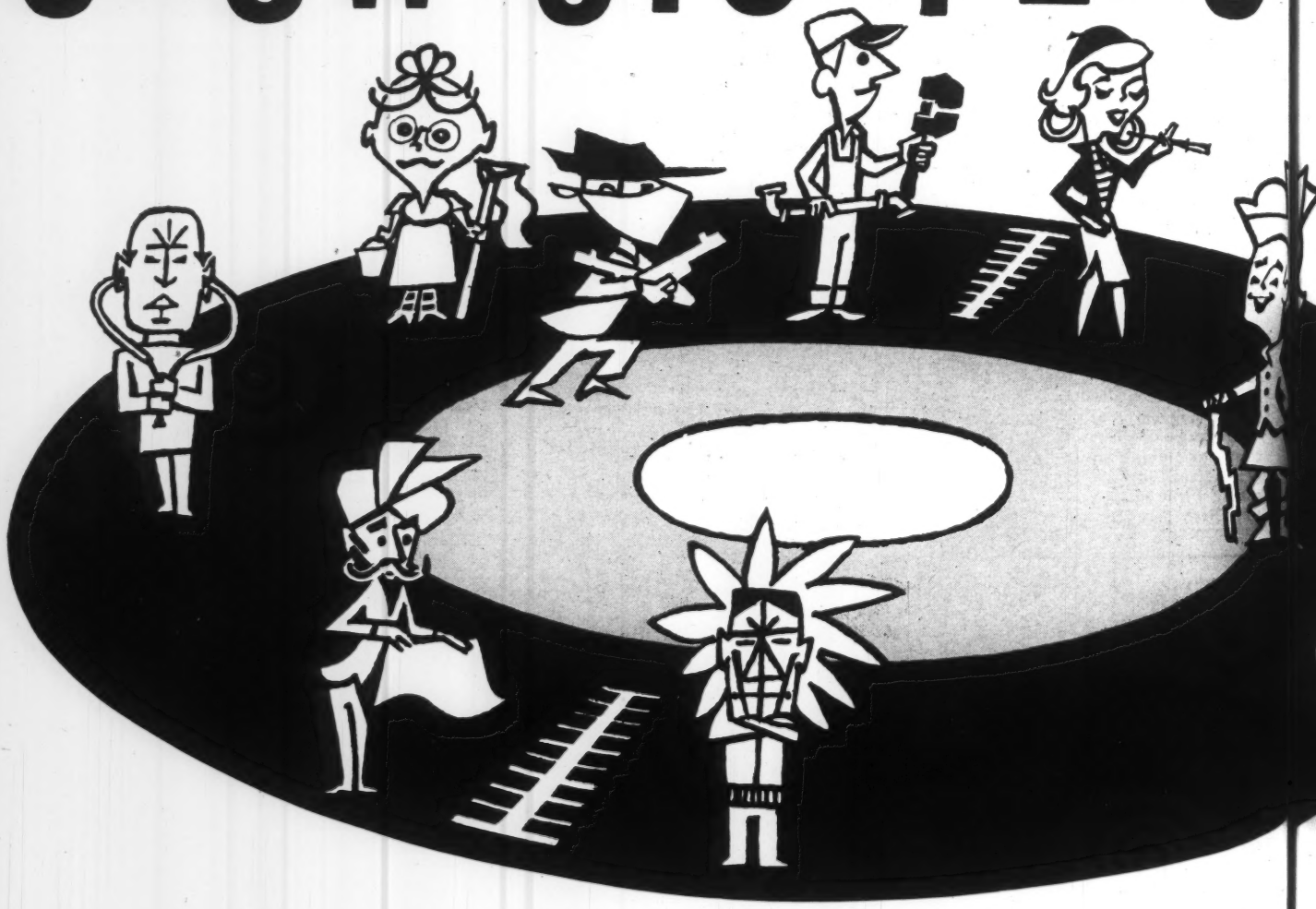
Mar. 13 (8-9 p.m.) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B•T]

MAKE YOUR 'DJ' SHOW

with RCA *Thesaurus* exclusive, new

SHOW STOPPERS



LEARN HOW YOU CAN GET SHOW STOPPERS **FREE** OF ANY EXTRA COST

THE TALK-OF-THE-TOWN

MOST VERSATILE RECORDED PROGRAMMING AID SINCE DJS WERE INVENTED!

At last—a way to make *your* deejay show bigger and better than competition, fresher and different for both listeners and sponsors, with SHOW STOPPERS—RCA Thesaurus' new, exclusive series of recorded dialogue by more than 60 different "characters." Each voice track comes with appropriate lead-in continuity to be spoken by you (or you can make up your own lead-in to suit your own style), plus special, attention-arresting sound effects for maximum audience interest and impact.

GREATEST LOCAL AUDIENCE-BUILDER EVER OFFERED DJS BY A TRANSCRIPTION LIBRARY!

SHOW STOPPERS can be your greatest programming sensation of '56. Once your listeners hear the first startling humorous bits, they'll stay tuned in for more of the same. SHOW STOPPERS will inject fresh top-rating dynamite into your format. They'll bring back old listeners, bring in new listeners. Equally important, SHOW STOPPERS will build a high level of listener-attention that will carry over to commercial messages, too, making your show do a better job for sponsors.

THE PERFECT ANSWER TO "DEEJAY SAMENESS"!

The tremendous success and popularity of two-man DJ teams has shown that radio audiences *want* the give-and-take dialogue, the ad lib jokes and fun, the novelty appeal that "character impersonations" make possible when more than one voice is available. SHOW STOPPERS make it possible for you to add, at will, not one, not two, *but more than 60 different characters, more than 60 interesting voices, including 17 different dialects!* And all this under *your* complete control.

SHOW STOPPERS ARE THE TALK OF THE DEEJAYS! MAKE THEM THE TALK OF YOUR TOWN.

SHOW STOPPERS come on 45 RPM records, complete with continuity for live "lead in" by disc jockey or announcer.
SHOW STOPPERS are available to RCA Thesaurus subscribers at no increase in cost. If you are not an RCA Thesaurus subscriber, contact your RCA Thesaurus sales representative *today* for availability and full details.

For Free Audition Disc and more details, CALL, WIRE or WRITE your nearest RCA Recorded Program Services office.

RCA RECORDED PROGRAM SERVICES

RADIO CORPORATION OF AMERICA RCA VICTOR RECORD DIVISION

155 East 24th Street, New York 10, N. Y. • MUrray Hill 9-7200
445 N. Lake Shore Drive, Chicago 11, Ill. • WHitehall 4-3530
522 Forsyth Bldg., Atlanta 3, Georgia • LAmar 7703
1907 McKinney Ave., Dallas 1, Texas • RIverside 1371
1016 N. Sycamore Ave., Hollywood 38, Cal. • OLdfield 4-1660

TMKS. ®

Dan Miner Co. Promotes Two

APPOINTMENT of Fred Kaplan as vice president of the Dan B. Miner Co. was announced last week by John C. Morse, president of the Los Angeles agency. Mr. Kaplan, art director, has been associated with the firm since 1948. He is a member of the National Society of Art Directors and a past first vice president of the Los Angeles Art Directors' Club. At the same time, Mr. Morse announced that Arthur E. Trask, a vice president and account supervisor for the agency, has been elected a member of the board of directors.

McClafferty Joins Ayer

FREDERICK K. McCLAFFERTY, ABC network sales department, has been appointed a timebuyer of N. W. Ayer & Son, New York. Also added to the Ayer New York radio-tv department last week were William J. Ratcliff, CBS-TV Hollywood, to program production staff; Charles W. Liotta, Lennen & Newell, New York, and Roger C. Harvey, National Biscuit Co., both to traffic, and Carol A. Dean, to research.

SPOT NEW BUSINESS

E. F. Drew & Co., N. Y., for new premium margarine, Tri-Nut, using women's radio and tv shows in Boston market to introduce product. Agency: Ruthrauff & Ryan, N. Y.

NETWORK BUSINESS

Sperry & Hutchinson Co. (S&H Green Stamps), N. Y., has bought more than $1 million worth of participations on NBC-TV's *Today*, *Home* and *Tonight* programs for its cash-discount stamps [AT DEADLINE, Feb. 13]. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Kasco Mills Inc., Div. of Corn Products Sales Co. (dog food), Waverly, N. Y., enters network radio on CBS sponsoring 3:15-3:30 p.m. EST, Thursday segment of *House Party* (Mon.-Fri., 3-3:30 p.m. EST); 11:15-11:30 a.m. EST, Friday portion of *Arthur Godfrey Time* (Mon.-Fri., 10-11:30 a.m. EST), both effective currently, and two five-minute segments of *Robert Q. Lewis Show* (Sat., 11:05 a.m.-12 noon EST), starting March 17. Agency: Clark & Bobertz, Detroit.

Prudential Life Insurance Co. of America has renewed sponsorship of CBS-TV's *You Are There* (Sun., 6:30-7 p.m. EST) through August 1957. Calkins & Holden, N. Y., is agency.

Gillette Safety Razor Co., Boston, will sponsor final holes of 15th annual Palm Beach Golf Championship in New Rochelle, N. Y., June 10, on NBC-TV (4:30-5:30 p.m. EST). It marks first time this tournament will be telecast. Agency: Maxon Inc., N. Y.

AGENCY APPOINTMENTS

Cigar Institute of America names Doherty, Clifford, Steers & Shenfield, N. Y. Benton & Bowles, N. Y., resigned account.

Chicago Chevrolet Dealers organization appoints Clinton E. Frank Inc., same city, to handle advertising for combined Chevrolet dealers group in Chicago.

Montebello Liquors Inc., Baltimore, appoints Applestein, Levinstein and Golnick Adv. Agency for new brand Orange Driver. Radio will be used. **Schapiro Kosher Wine,** N. Y., names same agency for Baltimore area, and **Pompeian Olive Oil Corp.** appoints AL&G for Pompeian spaghetti sauce mix.

Bulova Watch Co., Canada, will move radio-tv segment of its dominion advertising to Toronto offices of McCann-Erickson (Canada) Ltd., April 27.

Foley & Co. (Honey and Tar cough syrup), Chicago, appoints Olian & Bronner Inc., same city.

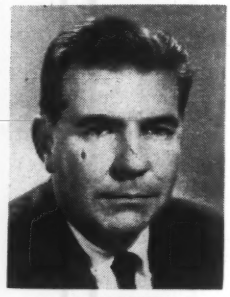
M&R Dietetic Labs (dairy products), Columbus, Ohio, appoints Mullay & Nichols, N. Y., to handle advertising for its special products division. Products marketed by division are Pream Packets, Ten-B-Low and Colac ice cream mixes, Par-T-Kreme and Insta-Sol powdered cream for vending machines, Powdered Whole Milk and Par-T-Whip powdered whipping cream mix.

TEB Research & Development Co. (waterproof shoe polish), Atlanta, Ga., appoints Fred Gardner Co., N. Y. Current plans call for local advertising in N. Y. metropolitan area through combined print and broadcast media.

Tote Brush Inc. (folding toothbrushes), Chicago, appoints R. Jack Scott Inc., same city.

A&A PEOPLE

Wirt McClintic Mitchell, senior vice president, Lennen & Newell, N. Y., to Geyer Adv., N. Y., as vice president in charge of all creative departments.



MR. MITCHELL

Raymond Lind, administrative head, commercial tv art and production, **Edward Mahoney,** senior producer, commercial tv department, and **Gordon Webber,** tv copy supervisor, elected vice presidents, Benton & Bowles, N. Y.

Don O'Leary, Metropolitan Sunday Newspapers, N. Y., and **Sam Alter,** Biow Co., N. Y., to Kenyon & Eckhardt, N. Y., as account executive and field account executive, respectively. **Fred Papert,** copy supervisor Foote, Cone & Belding, N. Y., to K&E as copy supervisor; **Ken Sellers,** copy group member, Biow Co., N. Y., and **Leslie Forester,** Young & Rubicam, N. Y., both to K&E as copywriters.

Alden Sulgar, account executive, Biow Co., N. Y., to Grey Adv., N. Y., in similar capacity. **Thomas Murray,** advertising manager, Coca Cola Bottling Co., N. Y., to Grey Adv., N. Y., as account executive.

Clint Carpenter, vice president and copy supervisor, Kenyon & Eckhardt, N. Y.: to copy staff, Kudner Agency, N. Y., on Buick account.

Margery Kerr, formerly with N. W. Ayer and William Morris Agency, both N. Y., to radio-tv department, Young & Rubicam, N. Y., as casting director.

Monte Starkey, BBDO, L. A., appointed account supervisor, Revlon account, BBDO, N. Y.

E. B. Weiss, merchandising consultant, Doyle Dane Bernbach Inc., N. Y., named director of merchandising.

Norris O. Johnson, Minneapolis ad man, to Jenkins Adv., Minneapolis, as production manager.

Clifford L. Parsons, Detroit accountant, to Betteridge & Co., Detroit agency, as treasurer-office manager. **Thomas E. Dodds,** assistant production manager, BBDO Detroit branch, to Betteridge as assistant production manager in charge of traffic.

Wallace H. Husted, Grant Adv., Chicago, to Geoffrey Wade Adv., that city, as creative director.

Norton T. Gretzler, account executive, NBC-TV, N. Y., appointed radio-tv producer, Ketchum, MacLeod & Grove Inc., Pittsburgh and N. Y. agency.

Albert Bart, director, Bleier & Weiss, N. Y. agency, to Ridge Adv. Assoc., Hackensack, N. J., as art director. Also to Ridge: **Mrs. Senora V. Wood,** media; **James Reilly,** production, and **Dorothy Whitley,** research.

Royall Smith, senior copywriter, Young & Rubicam, N. Y., to Lennen & Newell, N. Y., as copy supervisor.

Jay Leon Schiller, supervisor of media research, ABC, to Compton Agency, N. Y., as director of media research.

Mrs. Joan W. Danneberg, formerly advertising manager, Goldmans Department Store, Kansas City, to Cary-Hill Inc., Des Moines and Kansas City agency, as art production manager.

Selwyn Torby, Jack Mullin and **Jacques Wilson** to art and production staffs of Applestein Levinstein & Golnick Adv. Agency, Baltimore.

Robert Spick, copywriter at Waldie & Briggs Inc., Chicago agency, transferred to W&B account management staff as assistant account manager.

Richard Henderson, assistant account executive at U. S. Advertising Agency (formerly Ewell & Thurber Assoc.), to Chicago sales staff of Venard, Rintoul & McConnell Inc., station representative.

Harry Coon, formerly sales service manager, WBBM-TV Chicago, promoted to account executive. **Justin A. Cassidy** appointed sales service manager.

In-Store Color Pitch

A TIE-IN merchandising campaign, national in scope, involving Owens-Corning Fiberglas Corp., Allen B. DuMont Labs. and department stores in 33 cities, starts today (Monday) with the first "Fiberglas Color Cavalcade" opening at Burdine's department store, Miami.

Object of the tour, scheduled to run 10 months, is to display products made of Fiberglas on color tv sets placed about the store. Studio operations in the store will be handled closed circuit via DuMont's Vitascan process. In announcing the Fiberglas-DuMont operation, DuMont indicated that this system of point-of-sale merchandising by closed-circuit color tv may come into common usage. The planners of the cavalcade estimate 10 million shoppers will be exposed to the display technique. DuMont said it will invite tv station owners, managers and operators en route to witness the color system in operation. Owens-Corning Fiberglas' agency is McCann-Erickson, New York.

KWFT-TV is now

KSYD-TV

CHANNEL 6

CBS TELEVISION

100,000 WATTS

MAXIMUM POWER—WITH COLOR

In Wichita Falls, Texas Your Best TV Advertising Buy Is KSYD-TV

HERE IS PROOF POSITIVE!

Figures Just Released

Pulse dated Dec. 1-Dec. 7, 1955 Proves Audience Preferences in the Metropolitan Wichita Falls Area to be:

ONCE A WEEK SHOWS

1. $64,000 Question (CBS) **KSYD-TV**
2. Ed Sullivan (CBS) **KSYD-TV**
3. I Love Lucy (CBS) **KSYD-TV**
4. December Bride (CBS) **KSYD-TV**
5. Jack Benny (CBS) **KSYD-TV**

Big 5 of the Top 5 All on KSYD-TV

MULTI-WEEKLY SHOWS

1. Patti Page **KSYD-TV**
2. Looney Tunes **KSYD-TV**
3. 10 p. m. News & Weather **KSYD-TV**
4. 5:45 p. m. News & Weather **KSYD-TV**
5. **Station B**

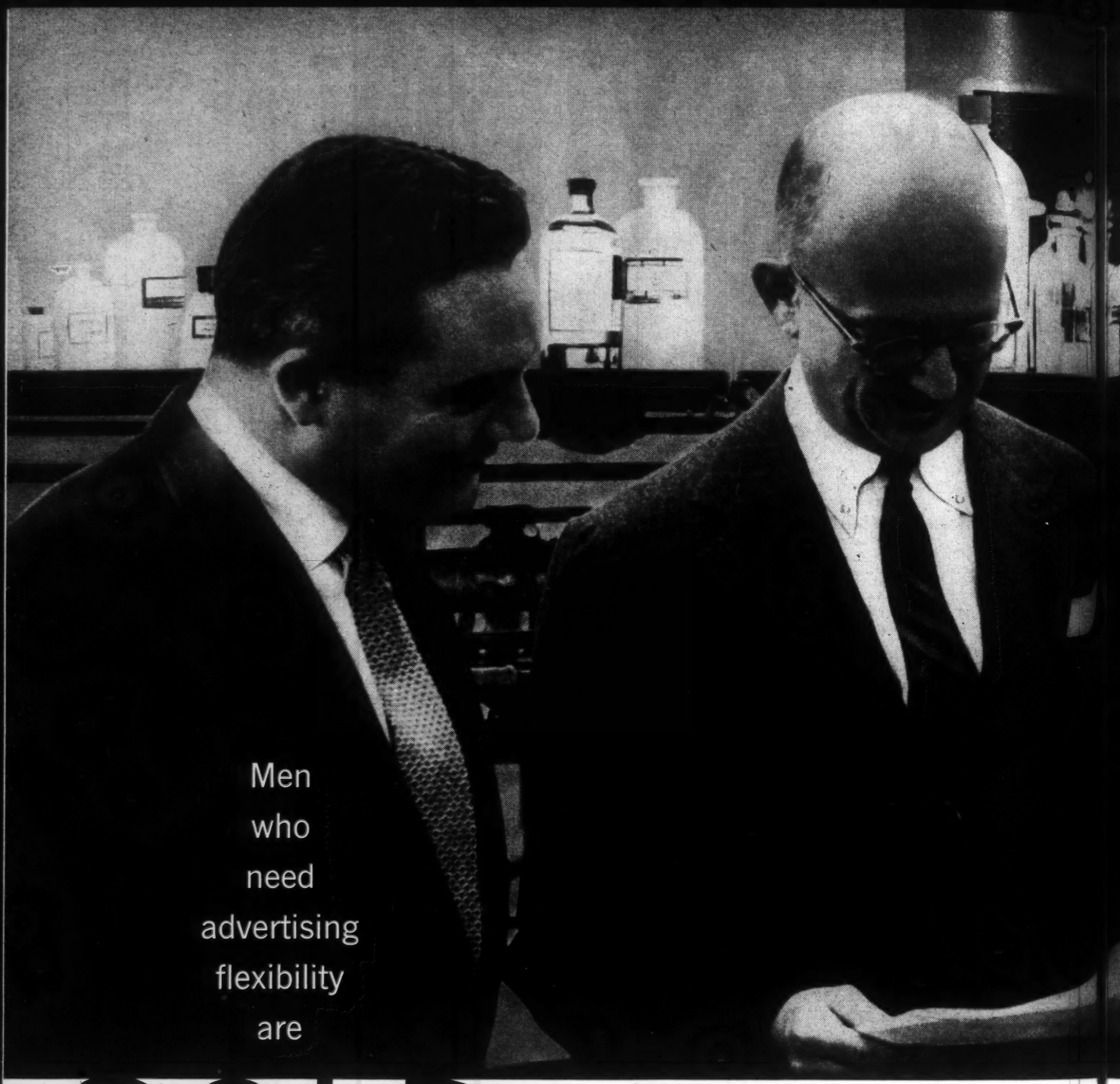
4 of the Top 5 on KSYD-TV

HOAG-BLAIR COMPANY
Nat'l Sales Representatives

KSYD-TV

Wichita Falls, Texas
CHANNEL 6

SYD GRAYSON,
General Manager



SOLD ON SPOT

Grove Laboratories and its agency, Harry B. Cohen Advertising Company, are Sold on Spot as a basic advertising medium.

As the weather turns cold in various sections of the country, Grove Laboratories puts a large part of its advertising budget for 4 Way Cold Tablets into Spot TV and Spot Radio.

This use of Spot in seasonal campaigns provides the company with powerful impact and complete flexibility at low cost in selected key markets, and has helped make 4 Way the largest selling cold tablet in the United States.

Spot can do the same for you on the stations represented by NBC Spot Sales in fourteen major markets, accounting for 48% of the nation's retail sales.

Left to right: GENE K. FOSS, *V.P. in charge of Advertising, Grove Laboratories, Inc.;* JAMES H. GROVE, *Pres., Grove Laboratories, Inc.;* HARRISON MULFORD JR., *TV Representative, NBC Spot Sales;* HARRY B. COHEN, *Pres., Harry B. Cohen Advertising Co., Inc.*

NBC Spot Sales Represents
TELEVISION STATIONS:

WRCA-TV, *New York*
WNBQ, *Chicago*
KRCA, *Los Angeles*
WRCV-TV, *Philadelphia*
KSD-TV, *St. Louis*
WRC-TV, *Washington, D. C.*
WBUF-TV, *Buffalo*
KOMO-TV, *Seattle*
KPTV, *Portland, Ore.*
KOA-TV, *Denver*
WAVE-TV, *Louisville*
WRGB, *Schenectady-Albany-Troy*
KONA-TV, *Honolulu, Hawaii*

NBC Spot Sales Represents
RADIO STATIONS:

WRCA, *New York*
WMAQ, *Chicago*
WRCV, *Philadelphia*
KNBC, *San Francisco*
KSD, *St. Louis*
WRC, *Washington, D. C.*
KOMO, *Seattle*
KOA, *Denver*
WAVE, *Louisville*
KGU, *Honolulu, Hawaii*
and the NBC
WESTERN RADIO NETWORK

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.,
Chicago, Detroit, San Francisco, Los Angeles, Charlotte*,
Atlanta*, Dallas*

*Bomar Lowrance Associates

Excellent
singer,
Pleasure to see,

Forgot the lyrics,
A flop on TV!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

KPHO-TV
Channel 5
Phoenix

KCMO-TV
Channel 5
Kansas City, Mo.

TELEPROMPTER SERVICE

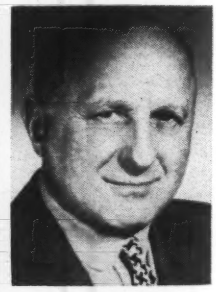
Trademark registered U.S. Pat. No. 2655373 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

SPECULATION HIGH ON PARAMOUNT PLANS

Question arises again on studio's entry into film packaging and expansion of tv network with announcement that the firm's television center in Hollywood will be available for tv film producers' rental June 1 with Stanton M. Osgood named general manager.

SPECULATION broke out anew last week as to how soon Paramount Pictures Corp. will plunge directly into television film packaging or expand the Paramount Television Network, a nucleus operation for four years but which has over 50 tv outlets under contract and is programmed to a limited extent by Paramount's KTLA (TV) Hollywood.



MR. BALABAN

It came with the announcement by Barney Balaban, Paramount president, that the major studio's huge television center in downtown Hollywood will be available June 1 on a daily rental basis by tv film producers, many of whom are very short on working quarters on the West Coast [B•T, Aug. 22, 1955].

Of equal significance was Mr. Balaban's announcement that Stanton M. Osgood, manager of television film productions and assistant director of television operations for NBC-TV New York, would be general manager of Paramount's new tv studios at 5800 Sunset Blvd. Mr. Osgood, before joining NBC in 1951, had been director of production for CBS-TV and earlier was a production executive in the movie and legitimate theatre fields.

Mr. Balaban said that the new Sunset Blvd. tv studios will be operated by a subsidiary firm, Paramount Sunset Corp. The facilities are separate from the expanding quarters of KTLA on the same 10-acre tract. KTLA is under the supervision of Klaus Landsberg, vice president and general manager of Paramount Television Production Inc.

Next week Mr. Landsberg goes to New York for talks with Paramount officials and it is expected that KTLA's venture into regular weekly color programming [B•T, Jan. 23] as well as possible network expansion and film syndication plans may be on the agenda. KTLA is colorcasting 1½ hours of its shows each week with RCA Distributing Corp., Los Angeles, picking up the tab for the extra costs not charged to regular sponsors on the shows. RCA Distributing is receiving air credits promoting home color receivers although the firm is not identified on a regular sponsor basis.

KTLA is expanding its master control operation, installing new equipment and has refurnished studio theatre and office quarters. The station's mobile color van, backed up to the entrance of the color theatre studio, is used as engineering control for the weekly full-hour *Western Varieties*, live show now colorcast under Mr. Landsberg's personal direction.

Mr. Balaban announced that the rental studios include five modern sound stages, three containing 8,000 sq. ft. each, one 16,000 sq. ft. and another 34,000 sq. ft. Associated technical equipment, office space, cutting rooms and dubbing rooms will be available. More than $2 million has been spent in remodeling, rebuilding and modernizing the plant and the equipment, Mr. Balaban said. The lot was acquired from Warner Bros. in 1954. It had not been used for more than a decade.

Paramount also has a substantial minority interest in Allen B. DuMont Labs. (WABD [TV] New York and WTTG [TV] Washington). Aside from KTLA and Paramount Sunset Corp., other Paramount subsidiaries include International Telemeter Corp. (subscription television proponent) and Chromatic Television Labs. (color tube developer).

Disney Re-elects Board

WALT DISNEY Productions, Burbank, Calif., has announced the re-election of its board of directors, including Walt Disney, Roy O. Disney, Gunther R. Lessing, Paul L. Pease, Floyd B. Odlum and Gordon E. Youngman. The annual stockholders meeting also resulted in naming of John E. Barber, formerly with U. S. Steel Corp., as director to replace the late E. H. Wadewitz. Two new vice presidents were named: E. Cardon Walker, in charge of sales, and William H. Anderson, in charge of studio operation.

'Fabulous Forty' Sales Climb

GROSS SALES on National Television Assoc.'s *Fabulous Forty* package of feature films have topped the $1.6 million mark following a sale to WLAC-TV Nashville, according to an announcement today (Monday) by Harold Goldman, vice president in charge of sales for NTA. The package has been sold in 97 markets, Mr. Goldman said.

'Science' Sponsors Renew

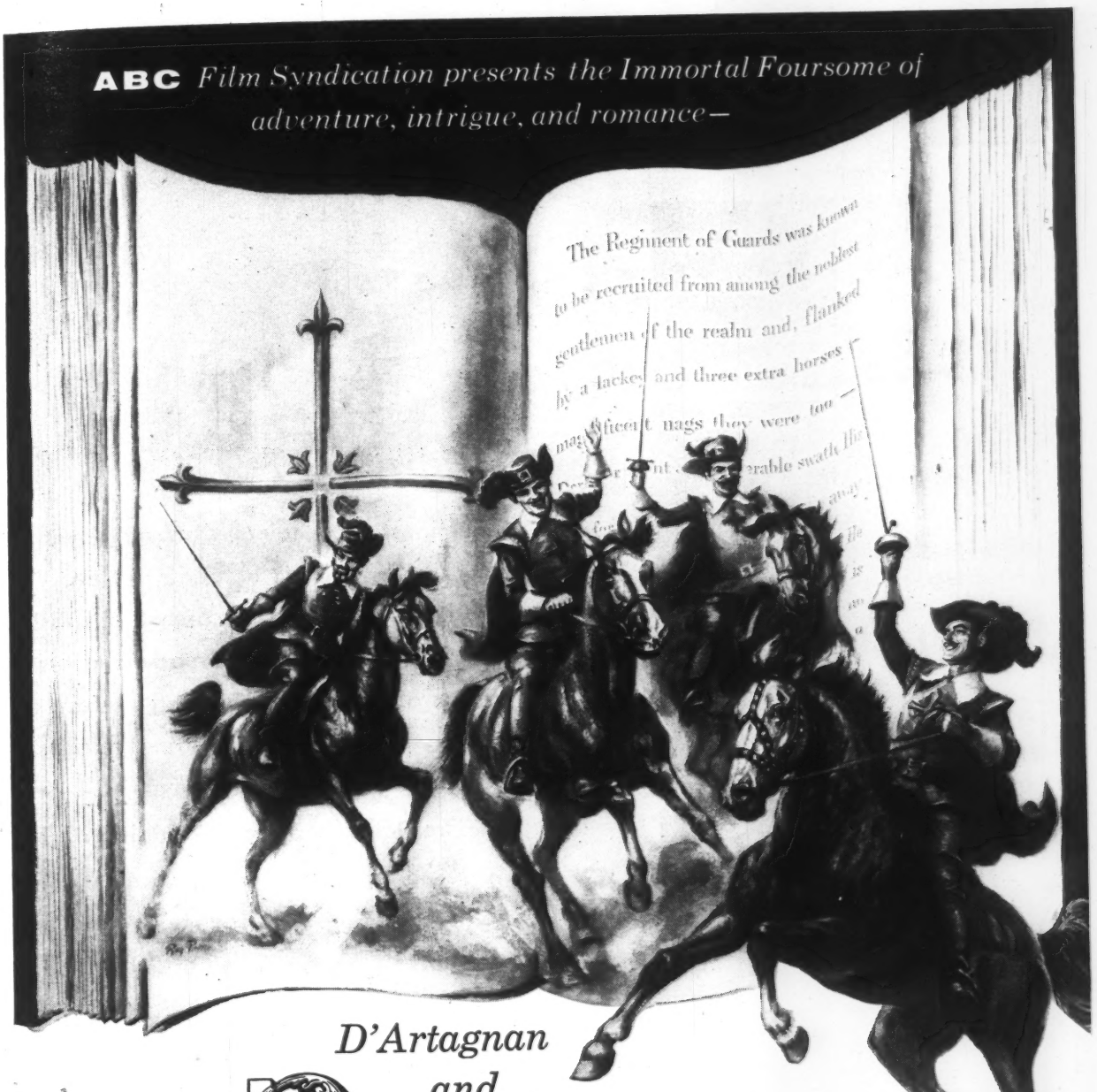
A LIST of second year renewals of Ziv Television Programs' *Science Fiction Theatre* tv film series has been announced by M. J. Rifkin, vice president in charge of sales. Effective this spring, Emerson Drug Co., Baltimore, through Lennen & Newell, New York, will sponsor the series in 17 major markets; Olympia Brewing Co., Olympia, Wash., through Botsford, Constantine & Gardner Adv., Seattle, in 21 major West Coast markets, and Arizona Public Service Co., in a number of markets in Arizona.

$25 Million Business

GROSS DOLLAR volume for the production of tv film commercials last year amounted to $25 million, according to estimates released last week by Ross Reports on Television, New York. The total was gathered from Ross Reports' recently-published "1955 Survey of Tv Film Commercials."

The survey singled out Transfilm Inc., New York, as the largest film commercial producer in the country, "probably accounting for 8-10% of the total dollar volume for the industry." New York is "by far the main center of television film commercial production," according to Ross, followed by Los Angeles, Chicago and other cities. In the East, Ross Reports lists Sarra Inc. of New York and Chicago among the top three producers of film commercials, and in the West tabs United World Films Inc., and Hal Roach Studios, both Hollywood, as the leading tv film commercial producers.

ABC *Film Syndication presents the Immortal Foursome of adventure, intrigue, and romance—*



D'Artagnan and

THE 3 MUSKETEERS

Brand new—a tremendous sales opportunity

Contact your nearest office of

ABC FILM SYNDICATION, Inc.

10 EAST 44TH STREET, NEW YORK 17 • OXford 7-5880

CHICAGO • HOLLYWOOD • DALLAS • ATLANTA • SAN FRANCISCO • NEW ENGLAND (Westfield, Mass.)

LEADE

I

SELLING

JIM DELINE
The Jim Deline Gang

DEACON DOUBLEDAY
Farm Director

FRED HILLEGAS
News Editor

JOEL MAREINISS
News Commentator

BILL O'DONNELL
Sports Editor

The finest local talent staff employed by any radio station in Central New York works for WSYR. They are all professionals . . . people who have made a successful career of serving the listening interests and tastes of 428,000 homes in WSYR's 20-county service area. They know what they're doing and they like doing it. They have earned public acceptance by consistently superior performance over a period of years. They are relied upon confidently for good entertainment, dependable news reporting, vital public service. Naturally, they exert a powerful selling influence for the products they advertise.

NBC

WS

5 KW • 570 KC

The Measure of a Great Radio Station

RSHIP

IN

POWER!

WSYR's leadership in local programming service is clear beyond dispute. And when it comes to coverage, WSYR's wide margin of superiority, daytime and night-time, is attested by every recognized coverage service. It is this kind of leadership which makes WSYR the clear first choice of radio advertisers in one of America's truly important markets. The WSYR service area has a population of more than 1.5 million — annual buying power in excess of $2.2 billion. And metropolitan Syracuse is ranked by Sales Management as the best test market in the nation.

ELLIOTT GOVE
Timekeeper Show

CARL ZIMMERMAN
News Commentator

ED MURPHY
The Ed Murphy Shows

ROBERT NELSON
News Commentator

JENNIE-BELLE ARMSTRONG
Women's Director

Affiliate

SYR

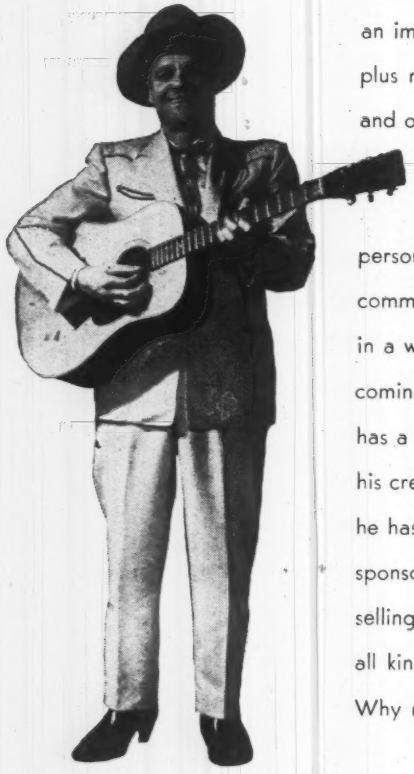
SYRACUSE, N. Y.

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO



Meet WFDF's Country Gentleman . . . "Smilin' Max" Henderson. He delivers the only live country music on Flint radio on the Monday through Friday "Smilin' Max Show" from 5 to 6 PM. Max knows how to sell the Flint area. Eight years of local radio, an impressive list of Serenade records, plus numerous personal appearances and over two years of TV make Max the best known country star in and around our town. His warm, personal approach with a song and a commercial deliver sure-fire results in a way that keeps his sponsors coming back for more. "Smilin' Max" has a number of published songs to his credit . . . and many more that he has tailored for his individual sponsors. He does a well-rounded selling job in all departments, for all kinds of products. Why not include yours?

our country music is live

Call the KATZ AGENCY today for the full results story on WFDF and the "Smilin' Max Show."

wfdf

flint, michigan • nbc affiliate

Associated with WFBM AM & TV Indianapolis—
WOOD AM & TV Grand Rapids—
WTCN AM & TV Minneapolis - St. Paul

Australian Stations Buy Seven Screen Gems Series

IN ITS FIRST Australian contract, Screen Gems Inc., New York, last week reported the largest one-time international sale since it entered the foreign field nine months ago.

John H. Mitchell, vice president in charge of sales of the Columbia Pictures Corp. subsidiary, said TCN-TV Sydney and HSV (TV) Melbourne—both scheduled to go on the air later this year—had each bought seven Screen Gems series.

In addition to these Australian sales, Mr. Mitchell said that the firm also made "two other premier sales" to the government-controlled television networks of Denmark and Switzerland.

Mr. Mitchell also said that Screen Gems, whose films already are showing in Italy, France, Canada, West Germany, Holland, Belgium, England and Thailand, will soon invade the Latin American market.

ABC Films to Australia

SALE of five ABC Film Syndication series for showing on tv stations in Sydney and Melbourne, Australia, was announced last week by George T. Shupert, president of ABC Film Syndication, who termed the transaction "the first sale of tv film programs in the Australian market."

Under terms of the contract with Australian Consolidated Press, ABC Film Syndication will supply the overseas organization with *The Three Musketeers, Racket Squad, Passport to Danger* and *Kieran's Kaleidoscope,* totaling 133½ hours of programming.

FILM RANDOM SHOTS

Consolidated Film Industries, N. Y., opened new processing laboratory for television, motion picture and industrial film producers at 521 W. 57th St., New York 19. Telephone: Circle 5-4400.

Peter Zanphir Adv., N. Y., was referred to inadvertently as Peter Wanphir Adv. in a B•T article Feb. 13, announcing the agency would continue to represent Television Programs of America, N. Y. The agency will work closely with Elihu E. Harris, newly-named director of advertising for TPA.

FILM PEOPLE

Harold L. Danson, formerly director of television advertising and publicity, National Screen Service, N. Y., appointed to New York City sales staff of Ziv Television Programs.

James E. Darst, in St. Louis industrial motion picture sales and production, to Premier Film & Recording Corp., St. Louis, as director of sales for motion pictures, tv commercials and commercial recordings.

Karl Von Schallern, MCA-TV Ltd., Chicago sales staff, assigned to midwest station sales division, Chicago.

Eli Feldman, formerly with Chad Assoc., N. Y., and radio-tv commercial film production department of Dancer-Fitzgerald-Sample, N. Y., appointed agency-client liaison for television spots and commercial films with UPA Pictures Inc., N. Y. **Rita Cummings,** publicity and public relations representative for UPA in Burbank, Calif., transferred to N. Y. office in same capacity.

"As in the case of newspapers or magazines, a radio station attains leadership through good management and good programming.

"... such a station will attract a major proportion of those living in the area it covers."

— from a recent statement by the media head of one of the nation's leading agencies.

Measure of a Great Radio Station

WBAL	Baltimore (NBC)	*The Hearst Corp.*
WBEN	Buffalo (CBS)	*Buffalo Evening News*
WGAR	Cleveland (CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit (CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford (NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City (NBC)	*Kansas City Star*
KFI	Los Angeles (NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville (CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee (NBC)	*Milwaukee Journal*
WGY	Schenectady (NBC)	*General Electric Company*
WSYR	Syracuse (NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester (CBS)	*Worcester Telegram-Gazette*

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

Want

ADDITIONAL

Revenue?

Can you use $10,000 (or more)?

You can have it—in 90 days—through a plan that is as sound as a dollar. In fact $10,000!

We have a client who wants to use *your* station.

Want to know how? Write today!

John Esau & Company

INCORPORATED

Suite 1601—Graybar Bldg.

420 Lexington Avenue

New York 17, N. Y.

MU 4-1159

MBS GUARANTEES CIRCULATION; NIELSEN RATINGS TO BE GUIDE

If Mutual fails to deliver on guarantee, it will give advertiser time until guarantee is met. Network says it will pay stations for make-good time. Will other radio networks follow suit? ABC says never; NBC is cool; CBS won't comment.

A RADICAL departure in network radio sales concepts—the offer of a "guaranteed cost per thousand" to advertisers—was announced last week by Mutual [CLOSED CIRCUIT, Feb. 13], effective immediately.

The actuality of a guaranteed circulation, long wanted by many agency executives but not expected by most, drew relatively little immediate reaction. This reticence was due at least partially to lack of familiarity with the plan or desire for more time to study it.

Reaction among other radio networks ranged from NBC officials' acknowledgement that they had considered the guarantee principle from time to time but were disinclined to adopt it, to an ABC top executive's blunt statement that ABC Radio has no intention of ever doing such a thing. CBS Radio declined comment.

An official of one major advertiser said he found the plan "hard to appraise" but that in general it had the sound of a "desperation move." At the other extreme, a leading agency executive thought it "an interesting idea if the network can offer coverage and if the guarantee price is low enough."

Harry Trenner, Mutual's sales vice president, who said he had discussed the plan with a number of agency executives and that it had received an enthusiastic welcome although no sales had been made on it yet, announced details at a news luncheon in New York Tuesday. As he described it, the offer is this:

Time will continue to be sold at Mutual's regular card rates, but each advertiser will get a guarantee as to how many homes his campaign will reach. The size of the guarantee, however, will depend on several factors, including the appeal of the program involved (its "track record," if it's an established program), the time period (strength of competing programs, etc.), and number of stations used.

Thus sponsors of different quarter-hours can get different guarantees as to how many homes they will reach. The guarantees will not be made public.

If Mutual fails to deliver the number of homes that were guaranteed, the advertiser will be given make-good time until that minimum guarantee has been reached. Average audience ratings as published in the A. C. Nielsen Co. Pocketpiece reports will be the yardstick in determining homes reached. The guarantee will be based on the total length of the contract, not on week-to-week performance.

Mr. Trenner made plain that some exceptions are involved, and that probably some "minor adjustments" will be necessary as the plan is smoothed up in actual operation.

The guarantee is offered, for instance, only to advertisers having a product. It will not be applicable to political or religious broadcasts.

Nor will it be applicable to short-term campaigns, owing to the need to get enough Nielsen measurements to determine whether the guarantee is being met. Mr. Trenner said that if an advertiser wanted to make a heavy buy for six or eight weeks, it might be worthwhile to Mutual to have special ratings made, but that ordinarily a contract should be considerably longer than that to qualify for a guarantee.

Mr. Trenner, announcing the plan at a news luncheon also attended by Mutual Executive

MEASURING PERFORMANCE AGAINST PROMISE

HOW will Mutual go about judging cost-per-thousand performance in the operation of its new guaranteed circulation plan? In announcing details of the plan (see story, this page, Sales Vice President Harry Trenner offered the following "guide," prepared by research and planning director Richard J. Puff:

MR. TRENNER

"1. Nielsen Pocketpiece reports will be the source of rating material.

"2. Average audience ratings will be used.

"3. Total U. S. radio homes data will be taken from Nielsen ratings reports and will be changed as frequently as Nielsen adjusts its U. S. radio homes figures.

"4. Guarantee will be based on commercial minute home impressions.

"5. Guarantee will be computed on the basis of 'gross' audience data.

"6. Guarantee will be computed on the net weekly cost, before agency commission.

"7. Guarantee will be on the basis of total length of contract.

"8. First review of guarantee will be on the basis of the first four reports available after start of new contract. From that point on, all additional rating information will be accumulated for the purpose of determining commercial minute home impressions.

"9. Commercial minute home impressions will be computed on the basis of total number of commercial minutes used. For example, a five minute period will be computed on the basis of 1¼ minutes of commercial time.

"10. Data will be based on ratings published for the specific programs as reported in the regular Nielsen Pocketpiece. However, if any program should not be rated because of Nielsen's non-subscriber program policy, then an average of the programs on either side will be used for all computations.

"11. In the event that MBS does not deliver the minimum guarantee, then additional commercial time will be allotted to bring the audience to the specific guarantee.

"12. Should make-good time be required, Mutual will use its best efforts to reach a type of audience similar to that indicated in the original purchase. This would obviously involve control factors such as program type and day parts."

Another . . . first run . . . network caliber syndication program from

SCREEN GEMS

BIG TIME DRAMA SERIES AVAILABLE NOW!

STARRING . . . JOSEPH COTTEN • LINDA DARNELL • EDWARD G. ROBINSON • MONA FREEMAN
DANE CLARK • ANN SHERIDAN . . . AND MANY OTHER TOP STARS!

Scan all ratings . . . Screen this show!

OKLAHOMA CITY 23.9

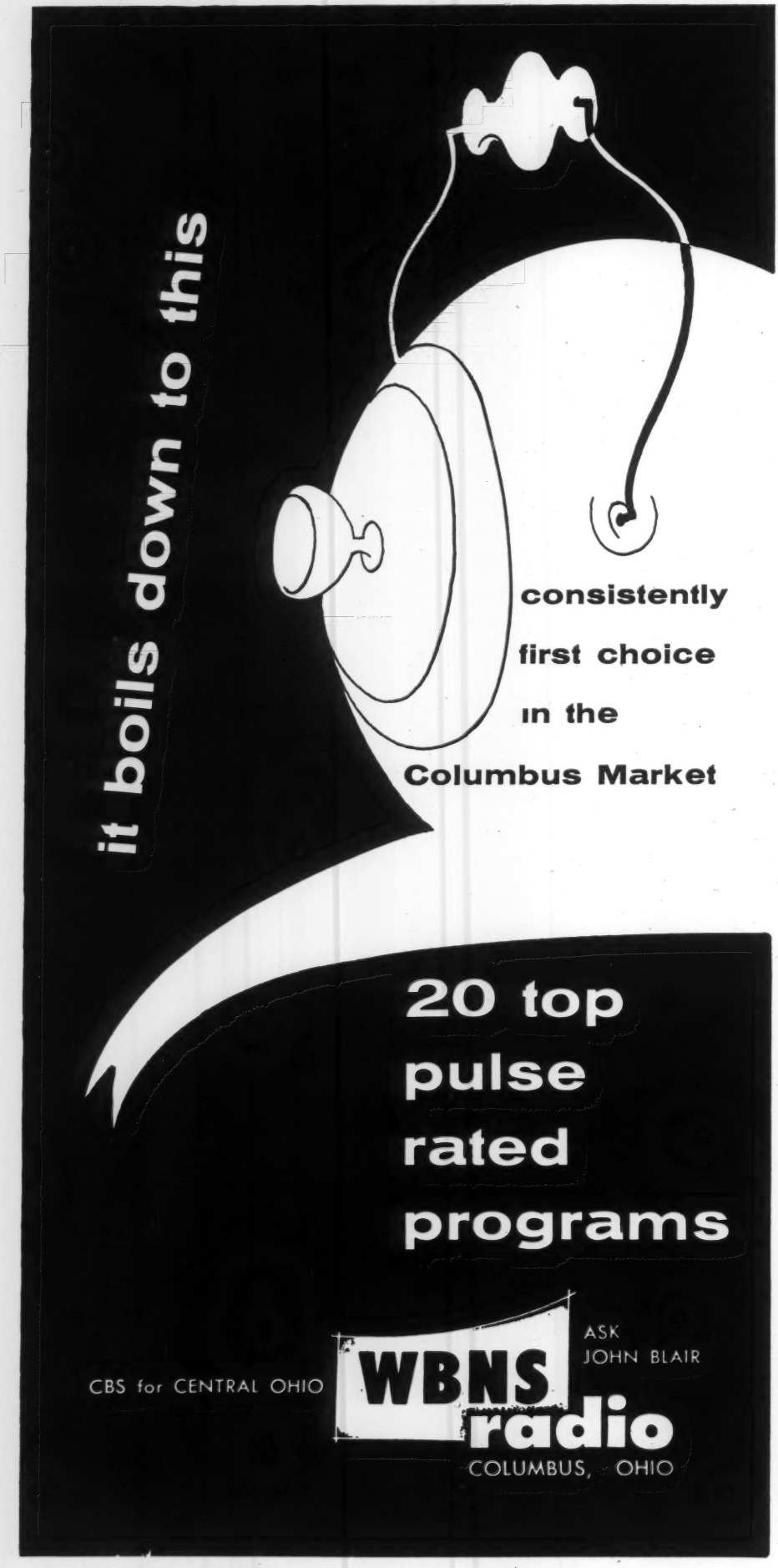
BAY CITY, MICH. 31.2

NEW ORLEANS 33.2

DAVENPORT, IA. 28.9

*Nov.-Dec. 1955 A.R.B.

SCREEN GEMS Inc.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
233 West 49 St. New York, New York



Vice President John B. Poor and other network officials, stressed that the circulation guarantee takes "the gamble out of network radio broadcasting."

Under Mutual's plan, he said, the advertiser "will know what he's buying before he buys."

He also emphasized that by guaranteeing the number of home tune-ins to be delivered, the plan goes farther than print media's circulation guarantees.

"We think that network radio has reached a point where it must take its place alongside other stable media on a statistical basis," he asserted, adding that as such it is a "sound and efficient buy."

In response to questions, Mr. Trenner said Mutual's affiliates "have no responsibility" in the guarantee plan—that they will continue to be compensated on the usual basis. In fact, if Mutual fails to deliver the minimum guarantee on a contract, the affiliates stand to gain—because Mutual itself will compensate them, he said, for carrying any make-good time that is necessary.

Mr. Trenner and Robert A. Schmid, vice president in charge of advertising and public relations, both stressed that when it becomes apparent during the course of a guaranteed contract that Mutual is falling short of the promised figure, then efforts will be made to "beef up the programming." Audience and program promotion will be intensified, and similar efforts made to raise listenership and thus boost the ratings average up to the guaranteed figure.

The use of make-good time rather than rebates for unmet guarantees was decided upon, Mr. Trenner said, because "the advertiser appropriates money to reach a given number of people, not to get it back." The use of make-good, he noted, assures him of reaching that number.

No 'For Instances'

He said no tentative cost-per-thousand price tags had been placed on any existing shows and that Mutual had no "list of for instances" to offer. Rather, he said, each guarantee will be tailored individually in accord with what the advertiser's budget is, whom he wants to reach, and what sort of spread he wants.

Newsmen, however, posed a hypothetical case of an advertiser who signs for 39 weeks on a guarantee of a 10 rating. If the average for the 39 weeks came to an 8 rating, Mr. Trenner said, then Mutual obviously "owes him some time." But, he added, Mutual would have been watching the ratings all along and, seeing them down, might have given the sponsor some extra time before the end of the 39 weeks and meanwhile would have been trying to increase the rating.

Although the specific guarantees given to advertisers will be kept secret and may vary according to time periods, programs and station lineups involved, he said there would be no variance between guarantees given different advertisers using the same programs; (participants in Mutual's "Multi-Message Plan," for instance).

The idea of guaranteeing circulation, although never attempted on so broad a scale at the network level before, has been adopted by some individual stations and was offered on a limited basis by NBC a little more than four years ago.

NBC officials, discussing the Mutual plan last week, recalled that their own was limited to participations in three programs and that the guarantee was established at a point which NBC felt it could meet and also assure advertisers of good coverage. Though offering a lower cost per thousand than print media,

Another . . . first run . . . network caliber syndication program from

SCREEN GEMS

EVERYONE...EVERY AGE...EVERYWHERE

IS GOING WILD OVER THE BRAND NEW . . .

Scan all ratings . . . Screen this show!

NASHVILLE, TENN. 20.1

DETROIT, MICH. 19.6

TULSA, OKLA. 25.5

BOISE, IDAHO 41.8

SUPPORTED WITH TREMENDOUS MERCHANDISING AIDS!

*Nov.-Dec. 1955 A.R.B.

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

233 West 49 St. New York, New York

they said, it still was not the lowest in network radio, and advertisers apparently preferred to "gamble" on unguaranteed purchases of time rather than pay the extra cost of the guaranteed circulation.

NBC's plan—which resulted in no sales—was called "Guaranteed Advertising Attention Plan." It offered advertisers a chance to sponsor parts of three programs and guaranteed each user that an average of at least 5.3 million full one-minute advertising impressions would be heard each week for a period of 13 weeks at $2.75 per thousand [B•T, Nov. 19, 26, 1951].

Since then, officials reported, the guarantee concept has been considered a number of times. But it has many problems, they said, acknowledging that "there's always a possibility" that NBC will adopt some form of circulation guarantee but indicating that this is not probable soon.

A top ABC Radio official was even less equivocal, asserting flatly that his network has no intention of adopting such a plan. He maintained that ABC Radio already delivers "the best cost-per-thousand possible" and that "when you start guaranteeing circulation you're getting into the realm of per inquiry business."

Cohen to ABC Business Post

APPOINTMENT of Harold D. Cohen as assistant to the vice president of the business affairs department of ABC, effective immediately, is being announced today (Monday) by James A. Stabile, vice president in charge of the department.

Mr. Cohen served most recently as executive assistant to Ted Ashley of the Ashley-Steiner Agency, New York, supervising negotiations and legal affairs.

DOES 'GUARANTEE' BREED DOUBT?

WHILE Mutual was polishing up its new "Guaranteed Circulation" plan last week, the James M. Vicary Co., New York motivation and marketing research organization, was putting the finishing touches on a release dealing with the word "guarantee." Intended for advertiser and agency benefit in the preparation of campaigns to sell the public, the Vicary release said:

"Ad men ought to be out combing the dictionary for a word to take the place of 'guarantee.' When the advertiser presents his patent medicine with the promise that 'it will bring immediate relief every time,' he thinks he's using the old magic wand of salesmanship.

"But a guarantee is like a red flag of doubt in the buyer's subconscious mind. By offering him his money back if the product fails to satisfy, the headache sufferer's suspicions are aroused. My headache may last forever, reasons his subconscious.

"Using word association, one of the techniques of clinical psychology, researchers from the market consultant firm of James M. Vicary asked housewives to give the first word that came to mind for 'guarantee' and 'promise.' An unusually high percentage of utter silence greeted this request, indicating women are confused or frightened by the words. It's all because 'guarantee' and 'promise' have a long history of negative implications. It shows up in hundreds of proverbs studied by psychologist Vicary. 'Promises and piecrust are made to be broken.' 'Fair promises bind fools.' 'They promise mountains and perform molehills.'

"A promise or guarantee will work only if it serves to allay a fear already in the customer's mind. Otherwise, it can raise false fears.

"But advertisers will not find it easy to replace the word 'guarantee' with one better designed to soothe the troubled emotions. Vicary has already investigated a few substitutes and found that 'confidence,' 'trust' and 'pledge' also bring disturbed reactions."

ABC Appoints John Hymes

JOHN D. HYMES, formerly account executive with Lord & Thomas, agency predecessor of Foote, Cone & Belding, has been appointed by ABC as account executive for KGO-AM-TV San Francisco ABC o & o stations, it was reported last week. Besides his agency affiliations. Mr. Hymes also served as manager of WLAN Lancaster, Pa.

ABC RADIO'S NEWEST: 'QUICKIE' SOUP SPOTS

Brief announcements for Campbell start on 41 western stations, tying in with network's cue for station breaks. Protest charges network hinders local spots and programming for competitive products.

"QUICKIE" commercials within the ABC Radio network system cues are being used by Campbell Soup Co. on 41 Mountain and Pacific states stations.

The campaign, employing all ABC system cues on these stations seven days a week for 12 weeks, is described as "a test" for both ABC and Campbell Soup—presumably meaning that if it works satisfactorily for both, Campbell may go more heavily into system cues usage, and that ABC Radio may accept them on a larger scale. The system cue commercial being used by Campbell runs like this, with possible variations: "This is ABC. Campbell Soups are MMMMM-MMMM good."

Launching of the 46-station campaign prompted at least one station manager to complain that the move was a further encroachment on station rights and prospects. He said:

"Since the total time for the commercial and system cue will not exceed the time now used for the system cue alone, we're told it does not make it an infringement on station time. Assuming this is correct, how are individual affiliates going to schedule any other spots or programs of companies whose products may be competitive to that of the system cue sponsor? As we see it, the webs are now destroying our few remaining adjacencies by commercializing system cues. I wonder how many other net affiliates will soon be 'on the spot' if this test case is successful out here in the Mountain and Pacific zones?"

Noting that some 365 system cues per week are involved, the station executive asserted that "affiliates are required to carry at least 150 to qualify for the compensation based on one-fifth of one percent of our hourly network rate per spot."

ABC Radio authorities maintained, however,

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

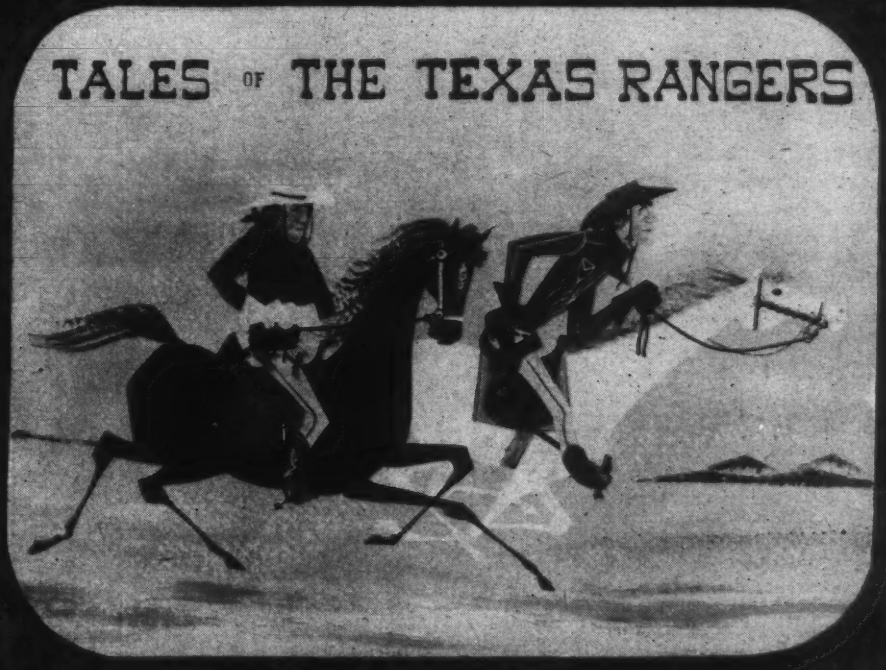
KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

Another . . . first run . . . network caliber
syndication program from

SCREEN GEMS

TOPS

COMPETITION IN 57 OUT OF 60 MARKETS!
...BACKED BY 35 UNIQUE PREMIUMS!



Scan all ratings . . . Screen this show!

DENVER, COLO.	NORFOLK, VA.	PORTLAND, ORE.	GREENSBORO N. C.
20.0	35.3	24.5	24.2

SCREEN GEMS Inc.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
233 West 49 St. New York, New York

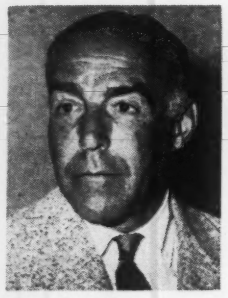
*Nov.-Dec. 1955 A.R.B.

that the system cue sponsorship gives the participating stations the equivalent of more than five quarter-hours per week in terms of money; that this is "found money" that they would not be getting otherwise, and that the announcements are cued so that the stations may cut away after "this is ABC" if they have another soup product adjacent.

The campaign started Feb. 6. BBDO, New York, is agency for Campbell.

Nat Wolff to Direct NBC Show Planning

NAT WOLFF, vice president in charge of creative programming, Young & Rubicam's radio and television department, will join NBC April 1 as director of program planning for NBC-TV, Robert W. Sarnoff, president, announced last week.



MR. WOLFF

Mr. Wolff, who will headquarter in New York but also spend much of his time on the West Coast, will have creative responsibilities in NBC-TV's future planning of regular and special programs.

He will report to Thomas A. McAvity, vice president in charge of NBC-TV. Mr. Sarnoff noted that Mr. Wolf has 30 years "creative" experience in the entertainment, broadcasting and advertising fields, having been a writer, packager, developer of talent, properties and programs as well as having originated new program concepts.

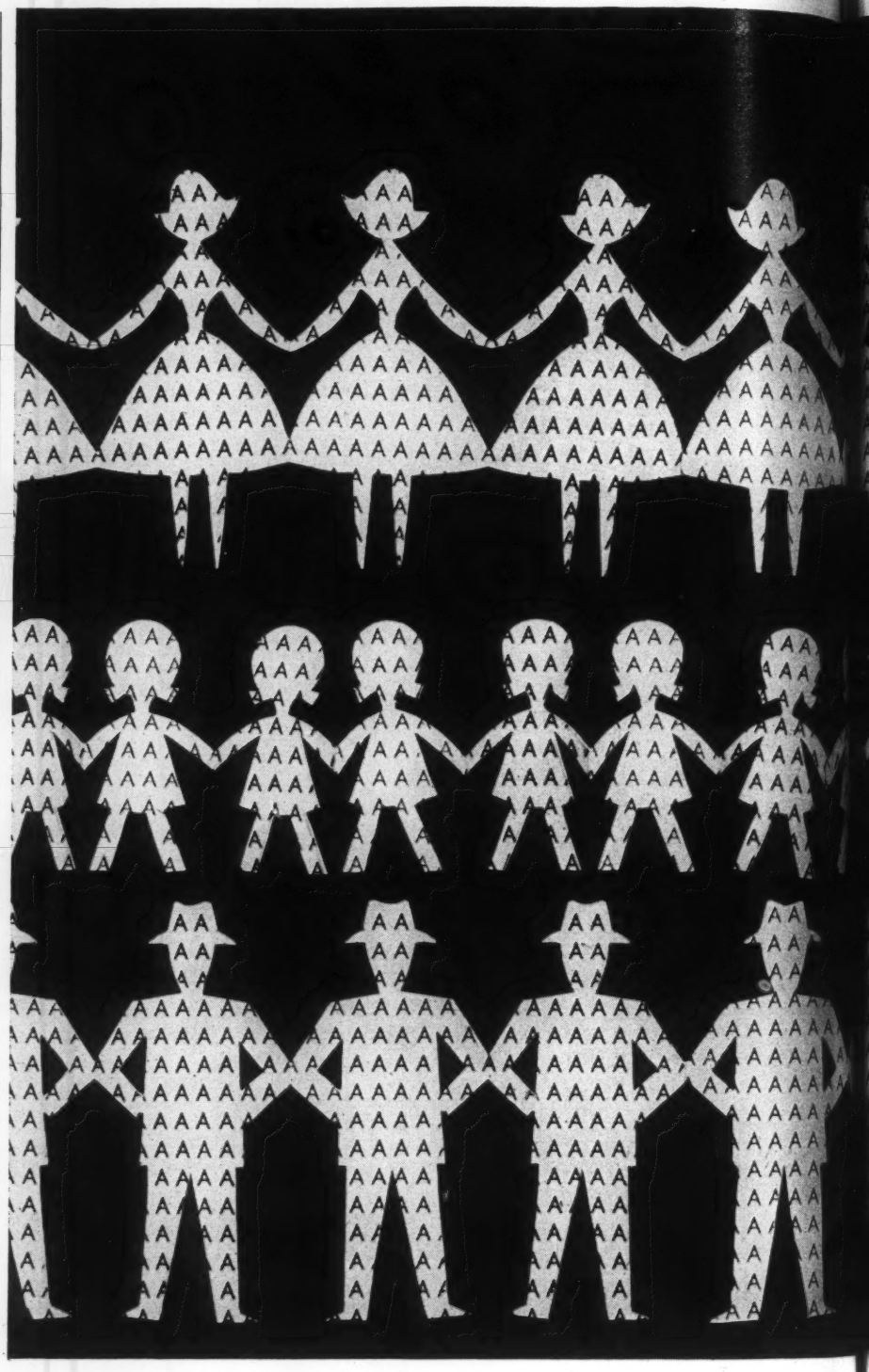
Mr. Sarnoff said Mr. Wolff will have "wide latitude in creating and developing new programs and properties, working with established stars and building new ones."

Mr. Wolff joined Young & Rubicam in 1951, leaving Metro-Goldwyn-Mayer where he was a top executive after World War II. During the war, he was deputy chief of the Office of Facts and Figures and later head of West Coast operations for the Office of War Information.

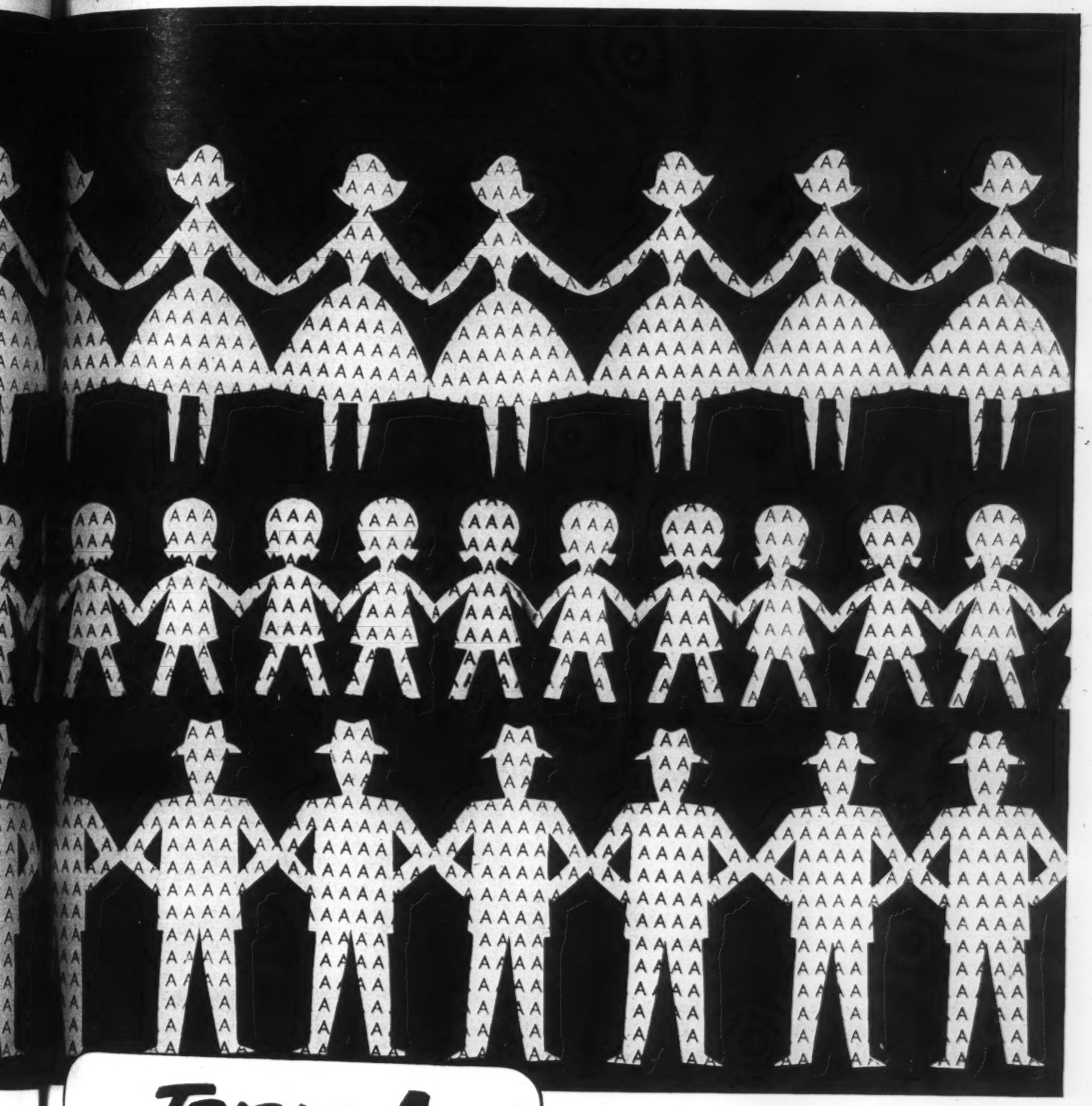
He entered broadcasting in 1926 with the Buffalo Broadcasting Corp. He went to Hollywood in 1934 to write, produce and direct Mary Pickford's radio program, and eventually established a radio department on the West Coast for H. N. Swanson Co., writers' agents. His next move was to the Myron Selznick organization, where as radio head he represented most of the top motion picture stars. Later, he left Selznick and set up his own agency, handling Hollywood stars for radio. When A & S Lyons bought out his organization, Mr. Wolff was elected a vice president for Lyons on the West Coast.

ABC Chicago Plans Move Of All Tv Units by 1957

COMPLETE tv broadcasting facilities of ABC Chicago will be moved from Kemper (Civic) Bldg. to State-Lake Bldg., 190 N. State St., on or about March 1, 1957, American Broadcasting-Paramount Theatres Inc. has announced. Studios for the network's WBKB (TV) will be "greatly enlarged." The move encompasses employes of WBKB and ABC Central Div., including radio-tv departments. WBKB thus returns to its original site of a few years ago before the purchase by United Paramount Theatres Inc. from Balaban & Katz.



SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI



NEW **TRIPLE-A** PLAN

AUDIENCE and	A	A	A
ACTION in	A	A	A
ATLANTA	A	A	A

WLW-A Atlanta

WLW-A now offers you the big, brand new, smash *TRIPLE-A Plan* . . . guaranteeing *Audience* and *Action* in *Atlanta!* Here's a time-tailored, product-picked television package cut out for you—kiddies' shows for kiddies' products, daytime shows for women's products, nighttime shows for family products. Only WLW-A gives you this TV selective-audience package—the big new *TRIPLE-A Plan* . . . guaranteeing *Audience* and *Action* in *Atlanta!*

A MEMBER OF THE CROSLEY BROADCASTING CORPORATION, A DIVISION OF AVCO MANUFACTURING CORPORATION

NEW YORK, WASHINGTON SEE NBC-TV'S 'WINDOW'

'New concept in store merchandising' began last week with three sponsors in the two cities. NBC-owned stations in other cities plan to present program as soon as sponsors are signed.

THE FIRST *Window* programs, described by NBC's-owned station department as a "new concept in store merchandising" [B•T, Jan. 30, 16], went on the air last week in New York and Washington. Coincidentally, officials announced that Bergdorf Goodman (women's fashions), New York, had signed as the third *Window* sponsor.

In Washington, the Hecht Co. (department stores) sponsors *Window* five times weekly, 7:55-8 a.m. Mondays, Wednesdays and Fridays and 11:25-11:30 a.m. Tuesdays and Thursdays, on WRC-TV. In New York, Bergdorf Goodman and Gimbel Bros. (department store) sponsor in color the 8:55-9 a.m. and the 9:55-10 a.m. *Windows*, respectively, on WRCA-TV. In line with NBC's original plan, local *Windows* are placed adjacent to or in the middle of network shows. Both the 7:55 and 8:55 a.m. segments in Washington and New York are placed respectively in the middle and at the end of NBC-TV's *Today*. WRCA-TV's 9:55 a.m. *Window* precedes *Ding Dong School*, and WRC-TV's 11:25 a.m. Tuesday and Thursday *Window* is placed on station time during the network's 11 a.m.-noon *Home* show.

Henry J. Kaufman & Assoc., Washington, is the agency for Hecht's; Monroe Greenthal Co., New York, is Gimbels' agency, while the WRCA-TV-Bergdorf Goodman contract was negotiated direct.

Pegeen Fitzgerald in New York acts as guide for both Gimbels' and B-G's *Windows*, Patty Cavin and Inga in Washington.

Window "explores" a new facet of the sponsor's store and its personality each day. On last Wednesday's 8:55 a.m. telecast, for instance, Mrs. Fitzgerald displayed Bergdorf's Miss Bergdorf Shop for young women by featuring its current best seller: gray flannel suits—with accessories—some of which were priced as high as $90. All clothing shown was draped about store dummies, but this did not necessarily detract from their attractiveness as Mrs. Fitzgerald and the WRCA-TV camera thoroughly examined each item, giving life to the material.

Considering that heretofore all of Bergdorf's advertising has been concentrated in newspapers or magazines, television—via camera action—was notably effective in making the wares come alive. Mrs. Fitzgerald took especial care to show her viewers the by-now-famous Bergdorf Goodman clothes box with its distinct identification marks, emphasizing the store's "personality."

Jay Heiten, WRCA-TV sales manager, said last week that Mrs. Fitzgerald, as "reporter-editor," picks out whatever merchandise she feels "goes over best on tv." However, the sponsor "has the last word, should he wish to play up one item or play down another." Where Bergdorf's, a high-fashion store specializing in women's clothing, restricts its *Window* displays to silks, cottons and wools, both Gimbels' and Hecht's will make wide use of the program in moving general merchandise, ranging from soft goods to hardware and luxury gift items. Similar programs, all locally originated, are planned for Chicago, Los Angeles and Philadelphia as sponsors sign for them, according to Charles R. Denny, NBC vice president in charge of owned stations and spot sales.

MILWAUKEE'S NEW WISN

PRESENTS

MILT BRANDL SHOW

5:30-9:00 A.M. DAILY

The New WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results!

Milt Brandl's share of the 460,814 radio families . . . who spent over $2 billion last year . . . is on the increase! Milt's a good entertainer . . . a fine salesman. Put him to work for you on WISN's growing early morning audience.

FOR AVAILABILITIES CALL WISN SALES OR Edward Petry & Co., Inc.

1150 WISN Milwaukee

Basic ABC Affiliate

MILWAUKEE'S FIRST STATION

Network Is Radio's Backbone, Taylor Tells N. Y. Ad Clinic

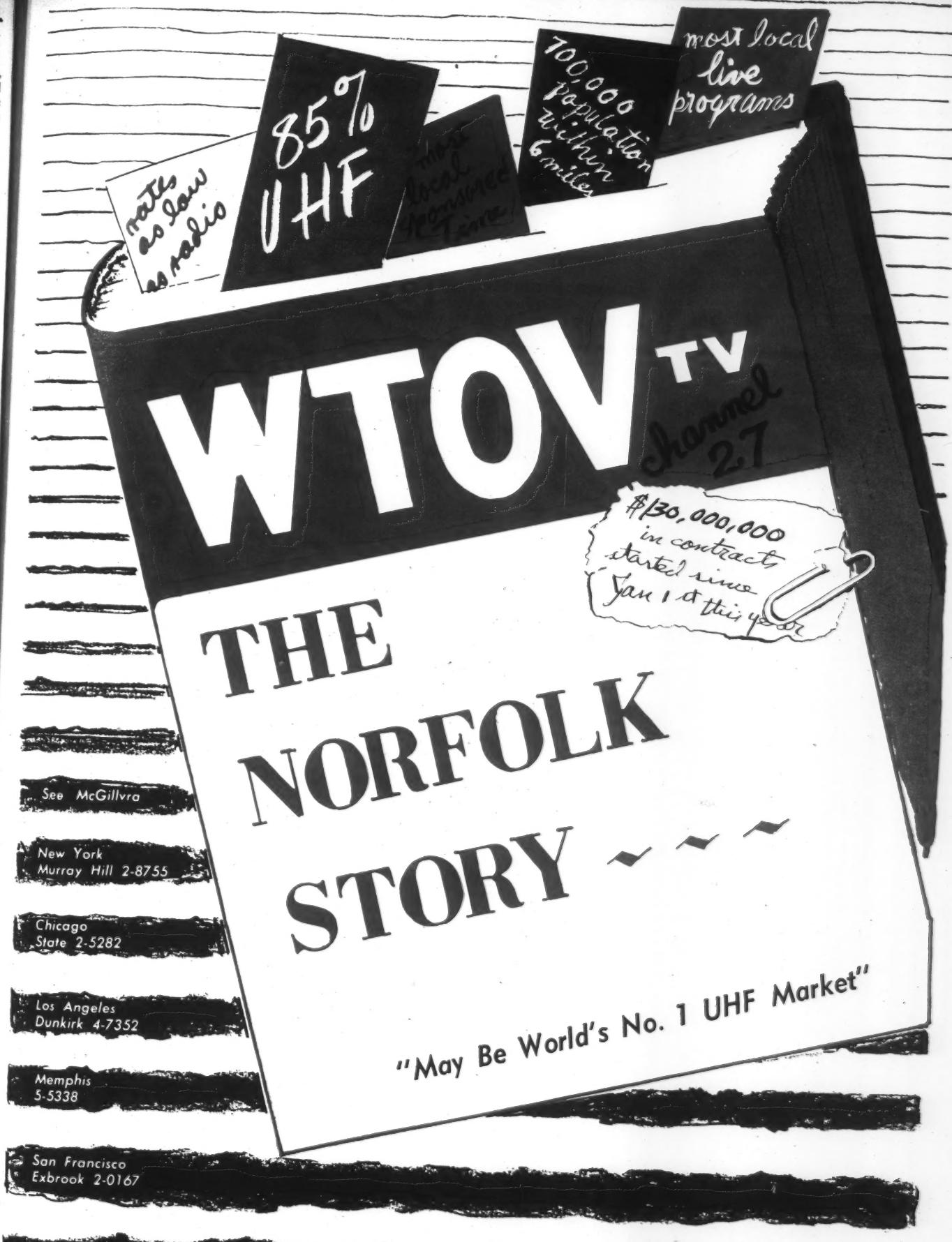
NETWORK radio is "getting healthier and healthier" and its programs are still the backbone of the radio industry, Sherrill Taylor, co-director of sales promotion and advertising for CBS Radio, told a radio and tv clinic of the New York Advertising Club last Thursday night.

Mr. Taylor noted a growing feeling among advertisers that radio listeners seek only local d. j. shows and news. On the contrary, he said, a Pulse survey made recently in the top ten markets showed that 90% of the top ten daytime and top ten nighttime radio shows were network-originated. It is name talent primarily, he said, that makes the difference between network and local programming.

He said CBS Radio's billings for the last quarter of 1955 were higher than the same period of 1954 and that the first quarter of 1956 also is running ahead. Further, he asserted, most local stations have just experienced the best revenue year they've ever had.

NBC Radio Names Jonas

APPOINTMENT of Paul Jonas as sports editor of NBC Radio was announced last week by Tom S. Gallery, sports director of NBC [CLOSED CIRCUIT, Feb. 13]. Mr. Jonas was for 17 years director of sports for MBS until he joined the NBC sports department last fall.


85% UHF
most local live programs
700,000 population within 6 miles
rates as low as radio
WTOV TV
Channel 27
$130,000,000 in contracts started since Jan 1 at this year
THE NORFOLK STORY
"May Be World's No. 1 UHF Market"
See McGillvra
New York Murray Hill 2-8755
Chicago State 2-5282
Los Angeles Dunkirk 4-7352
Memphis 5-5338
San Francisco Exbrook 2-0167
Tim Bright's newest Best Seller on the Eastern Seaboard

ABC Will Cut Shows For Political Plugs

ABC was reported last week to have offered to shorten any program on its schedule—except news shows—by five minutes in order to make additional time available for political broadcasts during the forthcoming campaign.

The offer is contingent upon the political parties' giving "adequate" notice as to which five-minute periods they wish to buy, in order that there will be ample time to shorten the regular programs that would be affected. "Adequate" was defined in the general term "months."

Disneyland, as an example, is slated to be cut from 60 to 55 minutes during the heat of the campaign in order that the last five minutes of the program's present period (Wed., 7:30-8:30 p.m. EST) may be politically sponsored, probably by Democrats and Republicans on alternate weeks.

Norman, Craig & Kummel, agency for the Democratic National Committee, has sought—and through an apparent misunderstanding thought it had acquired—an option on the 8:25-8:30 p.m. *Disneyland* portion for Democratic sponsorship during the campaign [CLOSED CIRCUIT, Feb. 13]. The situation was clarified last week when ABC authorities made clear that they do not give options for political time.

Loudon Promoted at NBC

WILLIAM A. LOUDON, television account executive for NBC Spot Sales for three years, has been appointed supervisor of radio network sales for the NBC Pacific Div. He has been with the network since 1946, except for Army service 1950-52.

ABC-TV's Hullinger Dies

NED HULLINGER, 43, regional manager, ABC-TV station relations department, died Tuesday night in Jackson Heights, N. Y., of a heart attack. After his graduation in 1934 from Northwestern U., Mr. Hullinger was engaged in newspaper work until the war. He joined ABC as a publicity writer in 1946, and subsequently was named publicity director of the network's Western Div. and then station relations manager in Los Angeles. He was appointed to the regional managership in 1953. He is survived by his wife, Janet.

CBS Plans Race Track Events

CBS will broadcast on radio-tv two consecutive Saturday horse races from Gulfstream Park, Hallandale, Fla., March 17 and 24, possibly telecasting a renewal of the turf feud between Swaps and Nashua. Though park officials had not confirmed reports that Swaps and Nashua would be the featured runners in the March 17 Gulfstream Park Handicap, it was reported last week that the purse would be increased from $50,000 to $100,000. CBS-TV will carry the race at 5-5:30 p.m. EST, and CBS Radio the 5:15-5:30 portion.

NETWORK PEOPLE

Howard Kiser, former MBS and DuMont network sales executive, to NBC Radio sales staff, N. Y. **George W. Clark,** formerly with Television Programs of America, N. Y., and previously head of own radio-tv station representative firm, to staff of NBC Radio network sales in Chicago.

Paul Roberts, former director of radio, Benton & Bowles, N. Y., named to producer-director staff of CBS Radio's program department for N. Y. originations of *CBS Radio Workshop*, and new *Indictment* series.

Pamela Good, former freelance tv talent-writer-producer, to staff of Will Rogers Jr., on CBS-TV's new *Good Morning* program (Mon.-Fri., 7-8 a.m. EST and CST).

Ralph Nelson, television writer-actor-producer, to CBS-TV's creative programming staff in Hollywood.

Jack Watson, formerly ABC stage manager, named operations director, ABC-TV, Hollywood, succeeding **Dick Marsh,** resigned.

Richard Harkness, NBC correspondent, elected president, Overseas Writers, Washington.

Caroline Burke, special events producer, *NBC Matinee Theatre*, named chairman of celebrities committee, 1956 campaign for American Cancer Society.

Bing Crosby, CBS Radio and motion picture personality, has contributed $101,900 to Crosby Memorial Library at Gonzaga U., Spokane, of which Mr. Crosby is an alumnus.

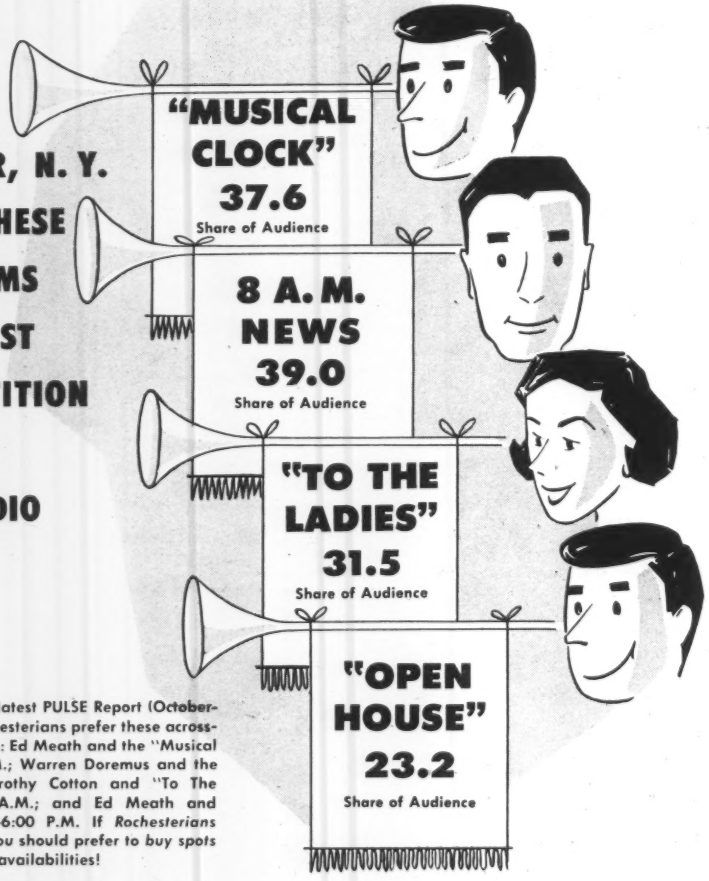
Howard W. Angus, 65, formerly assistant vice president, general manager and director of personnel for NBC, died Feb. 11 in Fall River, Mass.

Mrs. Frances Beirne Witzell, 61, professionally known as **Ann Rolling,** died Feb. 13 in New York, following long illness. She was one of first radio personalities of early 1930's in field of news analysis.

Briggs Baugh, station relations representative, ABC Radio, father of girl, Anne Sherburne.

SOME "FAN FARE"!

IN ROCHESTER, N. Y. EACH OF THESE 4 PROGRAMS RANKS FIRST IN COMPETITION WITH FIVE OTHER RADIO STATIONS!



Yes, according to the latest PULSE Report (October-November, 1955) Rochesterians prefer these across-the-board radio shows: Ed Meath and the "Musical Clock", 6:15-9:30 A.M.; Warren Doremus and the "8 A.M. News"; Dorothy Cotton and "To The Ladies", 9:30-10.00 A.M.; and Ed Meath and "Open House", 5:00-6:00 P.M. If *Rochesterians* prefer to *watch* 'em, you should prefer to *buy spots* in 'em! Contact us for availabilities!

BUY WHERE THEY'RE LISTENING: —

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

MARCH OF DIMES REPORTS CONTINUED BY STATIONS

Radio and tv outlets give additional reports on efforts to make annual polio campaign a success this year.

SINCE publishing a story on media participation in the March of Dimes [B•T, Feb. 6], several reports of other radio and tv stations which participated in the drive have been received. They include:

WAFB-TV Baton Rouge, La., personality Orene Muse promoted a "Mad Hatters Day" with Bob Earle, WIBR Baton Rouge manager, serving as m. c. A "Mad Hatters" brunch raised $2,000. WAFB-TV also held a March of Dimes telethon, featuring singers Johnny Desmond and Ella Mae Morse.

KCSJ-TV Pueblo, Colo., staged a seven-hour telethon which raised $3,000 for the local chapter. The program was simulcast on KDZA, KCSJ and KGHF, all Pueblo.

WLWT (TV) Cincinnati staged the Golden Gloves for Polio boxing championships, attended by 13,348. All proceeds from the fights were turned over to the polio fund.

WCKY Cincinnati, in addition to participating with other area stations in promoting the Starliner train [B•T, Feb. 6], also placed Rex Dale, station personality, in an iron lung in a downtown store window. The "Rescue Rex" goal of $2,000 was reached in just under seven hours.

Former Poster Girl

WPEN Philadelphia used its *950 Club* to collect contributions and featured a guest visit by four-year-old Nancy Kuestner, a former March of Dimes poster girl.

WSJV (TV) Elkhart, Ind., staged a 6½ hour telethon featuring 150 entertainers which raised over $5,000.

KRON-TV San Francisco devoted two films and two live 15 minute programs to the polio drive.

WLAC-TV Nashville, Tenn., staged a 14 hour Poliothon which raised $37,317. Over 100 separate entertainment acts were used in urging viewers to phone in contributions.

Tommy Woodward, 1956 March of Dimes poster boy, visited the *Helen Neville Show* on WGR-TV Buffalo, N. Y., arriving in a fire engine with a police escort. Soon after his appearance, the station's switchboard was swamped with calls from viewers wanting to make donations.

Disc jockeys on WICK Scranton, Pa., charged a dime for each request played, with a goal of $1,400, representing the station's kilocycles. The promotion lasted three weeks and over 21,000 requests were received with 5,539 listeners visiting the studios.

WKOW-TV Madison, Wis., staged a 16-hour telethon which exceeded its $20,000 goal by $10,000. Motorists, who drove past live cameras to put money in a "fishbowl," caused a 10-block traffic jam.

KOTA-TV Rapid City, S. D.'s *Captain Glenn's Fun Wagon* helped boost the area over its $20,000 goal and at the same time gained several sponsors. *Fun Wagon* was scheduled to leave the air Feb. 1 for lack of a sponsor. After the program's efforts on behalf of the March of Dimes, four Rapid City businessmen demanded that they be allowed to sign 52-week contracts to sponsor *Fun Wagon*.

WKBR Manchester, WTSV Claremont, WTSL Hanover-Lebanon, all New Hampshire, auctioned various items donated by businessmen, raising $7,000. New Hampshire Gov. Lane Dwinell served as one of the auctioneers.

RFE to Be Spotlighted

A DAY-LONG announcement campaign stressing the work of Radio Free Europe and Free Europe Press is to be presented as a joint venture by MBS and Crusade for Freedom for broadcast on Mutual on Feb. 22—George Washington's Birthday. Special series of live and transcribed announcements between 9 a.m. Feb. 22 and 1 a.m. Feb. 23 will be preceded by "Behind the Iron Curtain," a regular MBS feature narrated by John H. Tobin, Feb. 20. Program will detail the accomplishments of RFE and Radio Free Asia in the last five years. In addition, MBS has sent out to all of its affiliates a series of six transcribed spots which, the network says, will be played in addition to approximately 35 announcements scheduled by the network.

Radio-Tv Backing of Red Cross Urged by Strouse at N. Y. Meet

THE NEED for aid to the Red Cross by radio and television stations and networks was stressed at a luncheon a fortnight ago by Norman H. Strouse, president of J. Walter Thompson Co. and chairman of public information committee, New York Chapter of the Red Cross.

Mr. Strouse explained the need of help by communication people to gain the $6.4 million goal for the New York Chapter this year.

A kit containing special radio and television announcements and programs was distributed at the luncheon.

Kits and any further information for radio and television may be obtained from Hope Lawder Ritchie, director, radio-tv division, 1956 fund campaign.

This year the national drive starts Feb. 29 with President Eisenhower's message, which will be followed during March with scripts, program inserts, spot announcements, features and human interest stories which will be forwarded to program directors and commentators.

Time Donates Recordings To Rochester Public Library

TIME Inc., publisher and past producer of *The March of Time* radio and film program, has announced the donation of its entire *MOT* recording library to the Rochester (N. Y.) Public Library. Over 400 transcriptions, spanning a 15-year period of weekly broadcasts covering 1929-1944, are included in the gift.

Time Inc., principal stockholder of KDYL-AM-FM Salt Lake City and 50% stockholder in KOB-AM-TV Albuquerque, first entered the broadcasting field in 1924 with its production of *The Pop Question Game*, a radio news quiz based on *Time's* editorial content. Four years later, it launched its second series of news programs which, the company claims, was responsible for the introduction of the word "newscast." In 1931, it launched *The March of Time*.

The company currently participates in a series of five-minute news dramatizations titled *It's Time* on ABC Radio and sponsors parts of newscasts on ABC-TV.

Media Supports Heart Fund

RECORD total of air time for spot radio and television announcements and educational feature programs is expected to be allocated this month to the Heart Fund campaign, it was reported last week by the American Heart Assn.

The association said that 92 leaders in the fields of entertainment and public affairs are represented in the filmed announcements and recorded talks that are being sent to radio and television networks. A special feature of the campaign is a half-hour television film, *Heart of America*, which AHA's 56 affiliates and 350 chapters are "successfully spotting on most of the stations in their individual areas throughout the month."

WNCT (TV) Debuts 'Tax Telethon'

TAX EXPERTS from the Raleigh, N. C., regional office of the Internal Revenue Department are serving as guest panelists for WNCT (TV) Greenville's new *Tax Telethon* program. Viewers call in any tax problems they have and the fourteen-member panel discusses it and gives the answer over the air. The show will be continued until April 1. It is not necessary for callers to identify themselves.

NBC Launches Conservation Program

NBC RADIO has launched a special 13-week series of broadcasts on conservation of soil and other natural resources under the title of *Today and Tomorrow*, (10:30-11 p.m. EST; WRCA New York only on Sun., 6:35-7 p.m. EST). The programs are narrated by actor James Cagney, who owns two farms, one at Millbrook, N. Y., and the other at Martha's Vineyard, Mass. *Today and Tomorrow* will be broadcast as a public service in cooperation with the conservation foundation, a non-profit, independent organization.

WLWT (TV) Charity Drive Raises $100,000

WLWT (TV Cincinnati reports it raised nearly $100,000 among viewers for the annual Ruth Lyons' Christmas Fund for hospitalized children and over $520,000 since fund was started in 1947. Sum was raised on Miss Lyons' *50-50 Club*, also carried by WLWD (TV) Dayton and WLWC (TV) Columbus, also Crosley outlets.

WTVJ (TV) Telethon Nets $401,000

OVER $401,000 in cash has been collected from a United Cerebral Palsy telethon programmed by WTVJ (TV) Miami. The drive started at 10:30 p.m. Jan. 21 and concluded at 3 p.m. Jan. 22. According to Otto Fenias, telethon chairman, pledges not yet collected are expected to bring the total to over $420,000. "This is the largest amount ever collected by a CP Telethon not only in Miami but among those programmed in other cities around the nation," Mr. Fenias said.

WCIA (TV) Debuts Conservation Program

AN agricultural public service program, *You and Conservation*, is being programmed by WCIA (TV) Champaign, Ill. Designed to inform farmers about the importance of conservation, and to tell city people how they also benefit from good soil practices, the quarter-hour program is being presented as part of a 13-week series. The show is hosted by Bernard Fleming, a director of the Assn. of Illinois Soil Conservation Districts.

It's an old WCKY Custom . . .

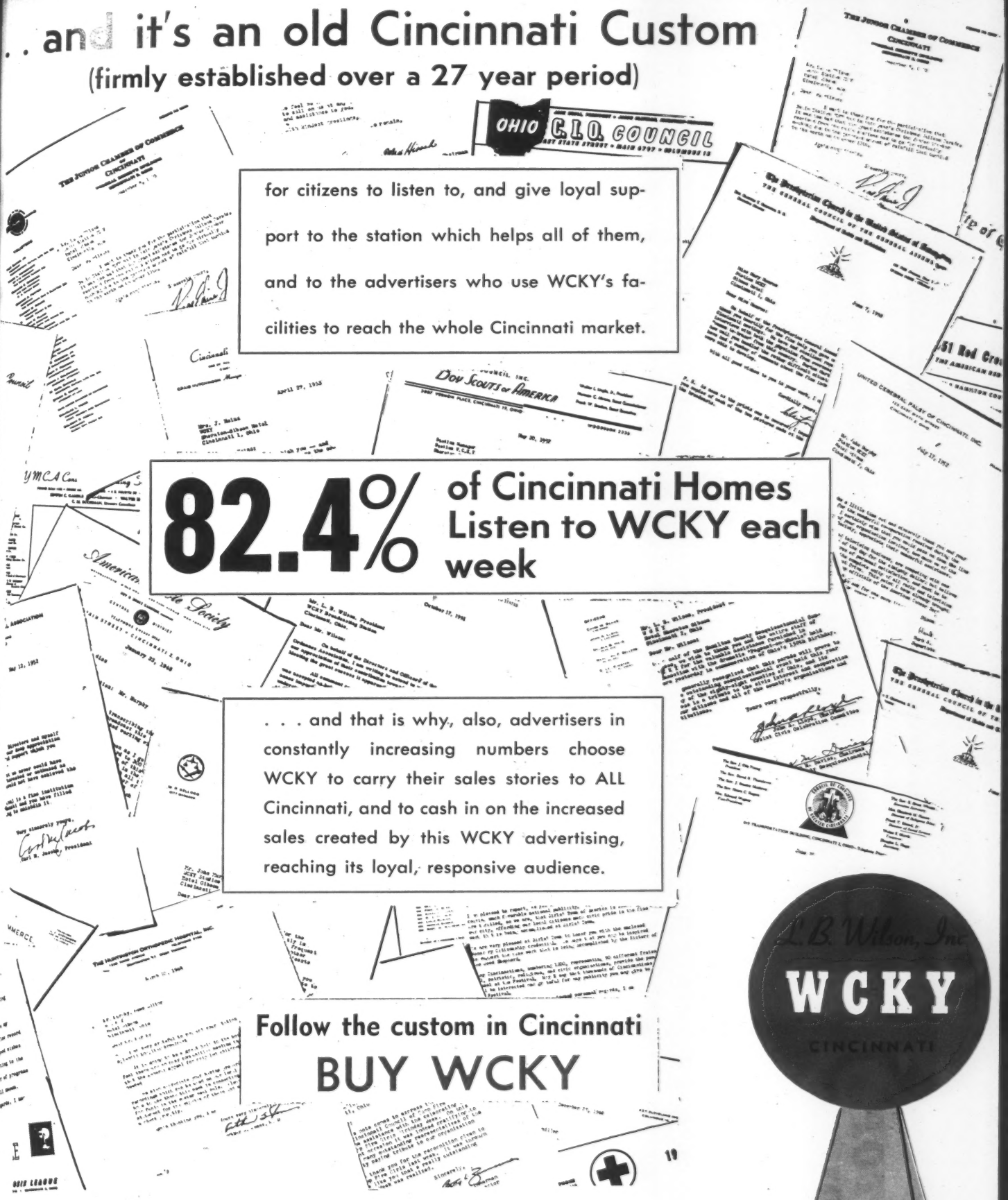
Cooperating with local, state, national and governmental, civic, charitable and philanthropic organizations

"In the public interest" is no meaningless phrase around WCKY. It is the keystone of the station's basic philosophy of service to the community.

Evidence of this service is found in the fact that in 1955, WCKY cooperated with 132 individual agencies, and 49 organizations to the figure of more than 10,000 free spot announcements; 885 newscasts, and 26 program hours.

. . and it's an old Cincinnati Custom

(firmly established over a 27 year period)



for citizens to listen to, and give loyal support to the station which helps all of them, and to the advertisers who use WCKY's facilities to reach the whole Cincinnati market.

82.4% of Cincinnati Homes Listen to WCKY each week

. . . and that is why, also, advertisers in constantly increasing numbers choose WCKY to carry their sales stories to ALL Cincinnati, and to cash in on the increased sales created by this WCKY advertising, reaching its loyal, responsive audience.

L. B. Wilson, Inc.

WCKY

CINCINNATI

Follow the custom in Cincinnati

BUY WCKY

For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6535

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY • SEVEN DAYS A WEEK

WAAM TV 13
Channel
TOP POWER 316,000 WATTS
TELEVISION HILL, BALTIMORE, MD. • AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.—New York, Chicago, San Francisco

REMOTE CONTROL FOR ALL ASKED IN NARTB PETITION

Association files 400-page brief describing experience and experiments in the field, asks Commission begin rule-making procedure.

ALL RADIO broadcast stations, including those with 50 kw power and directional signals, can be operated by remote control without degrading their service, NARTB's Engineering Dept. claims after a two-year field study.

Based on a 400-page roundup of its extensive operating tests, the association last week asked FCC to scan this array of charts and tables and then start rule-making procedure. NARTB proposes amendment of Secs. 3.39, 3.66, 3.527 and 3.274 to extend the present remote limitation from non-directional stations up to 10 kw so all am-fm outlets can use automation equipment.

A. Prose Walker, NARTB engineering manager who directed the field work, and John F. Meagher, NARTB radio vice president, filed NARTB's formal petition at the Commission Wednesday.

Exhibits supporting NARTB's own tests include the operating experience of British Broadcasting Corp. and Canadian stations as well as the technical reports compiled by U. S. stations under NARTB auspices.

This mass of documentary proof, NARTB points out, supports these two premises: present remote control operations show a high degree of reliability, and the experimental data clearly demonstrates that remote control may be extended to directional and 50 kw am-fm stations "with the assurance that equal reliability will be achieved."

Backing up these statements, NARTB adds, "The opinion of the professional radio engineers and the results of the experimental data from remote operation of American stations are confirmed by evidence collected from stations in actual remote operation."

Mr. Walker said a change in FCC's rules to allow 50 kw and directional stations to operate with remote gear would benefit about 850 more stations. Already 714 stations have been granted remote permits.

In explaining the NARTB's petition, Mr. Meagher said the association seeks revision of FCC's rules "to bring them abreast of the ever-advancing technological development within the industry." He outlined the two-year program of Mr. Walker's department. This included equipment and similar arrangements, actual development of data from equipment operations conducted by qualified technicians, a field study of foreign experience, collection and preparation of exhibits and preparation of the final petition.

U. S. stations conducting the directional field tests included KMCO Conroe, Tex.; KDNT Denton, Tex.; WDLP Panama City, Fla.; WPDQ Jacksonville, Fla.; WFIL Philadelphia; KSEI Pocatello, Idaho, and WHBF Rock Island, Ill.

Stations conducting remote tests on their 50 kw transmitters, both directional and non-directional, were KDKA Pittsburgh; WSB Atlanta; WOWO Fort Wayne, Ind., and KIRO Seattle.

Reports of unattended directional operations in Canada came from CKPC Brantford, Ont.; CFNS Saskatoon, Sask.; CKY Winnipeg, Man.; CFPL London, Ont.; CKBI Prince Albert, Sask.; CHLN Trois Rivieres, Que., and CJOC Lethbridge, Alta. D. B. Williamson, of Canadian Westinghouse, prepared the exhibit relating to Canadian operations.

Mr. Walker pointed out that extension of remote operation to all standard broadcast stations "will enable a considerable increase in the effectiveness of the Conelrad emergency system of communication." He proposed that any future remote control grant be conditioned upon the station's equipping itself for satisfactory Conelrad participation and, by remote switching of the transmitter or use of a separate transmitter, change from its normal frequency to either 640 or 1240 kc." He added that switching time would be shortened.

The original NARTB petition to permit remote operation was filed Feb. 1, 1952. Rule-making procedure was set in motion and over 2,000 comments were filed with FCC, whose grant to the industry limited remote operations to non-directional stations up to 10 kw. NARTB recalled that "the Commission stated the most important consideration was whether the revision in question would result in any degradation of the Commission's technical standards."

PETITION asking remote control privilege for directional and 50 kw am-fm stations was filed Wednesday with FCC Chairman George C. McConnaughey (r) by A. Prose Walker, NARTB engineering manager.

In denying a petition to reconsider this action, the FCC said March 30, 1953, ". . . the technical problem was the critical issue." It explained the 10 kw non-directional limit this way, ". . . it was felt that the relaxation should extend to that level of power at which no serious problems would be encountered because of the nature of the transmitting equipment, itself."

With this FCC position made clear, NARTB now contends the remote privilege should be broadened because any possible technical doubts have been removed.

NARTB's petition for rule-making procedure was submitted by Robert L. Heald, chief attorney, and Walter R. Powell Jr., attorney.

Among those active in directing the field experiments were John M. Outler Jr. and A. R. Holbrook, WSB; Lincoln W. Miller and Bill Reuter, KIRO; Robert J. Sinnett, WHBF; Henry H. Fletcher, KSEI; Henry Rhea, WFIL; Calvin Howrigan, WDLP; Earnest Harrelson, WPDQ; Harwell V. Shepard, KDNT, and John W. Neathery, KMCO.

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A WAY OUT

AMONG ALL the maddening federal regulations confronting the American businessman, perhaps none are more restrictive than those governing election-year behavior of the broadcast media. This is an election year, and broadcasters are concerned again to find themselves in that familiar quandary between public service regulations on the one hand and Section 315 on the other. The first prescribes that during campaigns stations should broadcast an "adequate" volume of rival political claims. The second prescribes that once any candidate is allowed broadcast facilities, his opponents, no matter how frivolous, must be allowed equal facilities.

Efforts toward a more equitable arrangement of the broadcaster's obligations are current on Capitol Hill, centered mainly around a proposal by CBS President Frank Stanton that would exempt broadcasters from equal time provisions of Section 315 in the case of news, debate and forum-type programs. Bills (HR 6810 in the House, S 2306 in the Senate) have been introduced to implement the suggestion. Other pending legislation would permit broadcasters to turn down Communist candidates and free broadcasters from damages for libel uttered by a candidate on radio or tv.

Next Monday, The Brookings Institution will publish a comprehensive work which details television's place in and effect on American politics (*Television and Presidential Politics*, Brookings Institution, Publications Div., 726 Jackson Place, N. W., Washington, D. C. 168 pages. $1.50). A portion of Chapter Five is devoted to Section 315. B•T's editors consider it one of the most penetrating analyses yet assembled on the subject, and have secured from Brookings permission to preprint the section in full. It follows at right.

***Television and Presidential Politics* was authored by Dr. Charles A. H. Thomson, a senior staff member of the Institution whose specialty is communications and politics. Dr. Thomson presents impressive credentials in both fields. He served during World War II as a colonel with the Office of War Information as a psychological warfare planning officer, and in 1950-51 was staff director of the President's Communications Policy Board. He also is the author of *Overseas Information Service of the United States Government*, published by Brookings in 1948. He holds a Ph. D. from Harvard in political economics (1949), with earlier degrees in political science from Pomona College (B.A. 1934, M.A. 1935) and Harvard (M.A. 1944).**

Dr. Thomson's book begins with television and politics prior to 1952, when the medium's potential was scarcely guessed. It moves into the 1952 campaign itself, with special attention to the nominating conventions and the problems and techniques of handling them. Having brought the reader up to date, it then proceeds to analyze the present status of that relationship. Chapter Five deals with policy. It takes up, in addition to Section 315, the questions of open or closed proceedings, public service obligations, commercial sponsorship and editorial stand by networks.

***Television and Presidential Politics* was begun in 1954 as part of a larger investigation of the presidential nominating process. The larger study, under direction of Paul T. David, director of governmental studies for Brookings, is planned for publication as *The Politics of National Party Conventions*.**

Throughout his book Dr. Thomson poses alternative answers to problems encountered in the field. Both broadcaster and politician will find them worthy of consideration.

SECTION 315 of the Federal Communications Act provides that holders of broadcasting licenses shall give equal access to all bona fide candidates for political office, or nomination therefor; and it prohibits censorship of the utterances of any such candidates. The standard of equal treatment is reasonably well met today, although the accidents of time and circumstance, the pocketbooks of the candidates and the parties, and the characteristics of radio and television broadcasting make it Utopian to think that all candidates and parties can have exactly equal opportunities to express their political pleas. But the achievement of full access falls well short of ideal, and the definition of candidates and the prohibition of station censorship seem to be working against it.

In their testimony before the Senate Subcommittee on Privileges and Elections, the networks explained clearly how the requirement of equal access to candidates operates to reduce access to the medium. This testimony goes beyond the point of candidate's access to show how the requirement prevents forms of political discourse that would be of great public interest and value, such as debates between the nominees of the two major parties. In the words of Richard S. Salant, "The fact unquestionably is that Section 315 keeps us from covering political campaigns, and presenting candidates, as extensively and as intelligently as we would otherwise do."[8]

Much but not all of the networks' difficulties arising out of Section 315 relates to campaigning *after* the nominations. Section 315 includes candidates *for the nominations;* and it requires a network presenting the major candidates on one of its sustaining pre-convention programs to open its facilities to all other candidates for the nomination whether or not they have anything important to say or represent any substantial body of persons or opinion. FCC decisions in the Schneider case* and in other cases,[9] press the networks to reduce to a minimum the appearances of people who are avowed candidates for the nomination. Salant concluded: "Section 315 and Mr. Schneider make us very doubtful that our pre-convention coverage in 1956 can be nearly as complete as it was in 1952."[10]

The issue of prohibition of censorship of the utterance of any candidate seems simple on its face. Stations should obviously not interfere with the political statements of candidates. However, in practice it is more difficult. The prohibition is clear and sweeping, insofar as it concerns the freedom of candidates to say exactly what they please. The FCC has decided that the candidate need not stick to political issues, but can say anything he deems best.[11]

[8] See the testimony of Richard S. Salant, Vice President, CBS, before the Senate Subcommittee on Privileges and Elections, April 1955 (CBS mimeo., no date), p. 10.

[9] The FCC has decided that the appearance of a candidate on such a show as "Pick the Winner" requires an offer of substantially equal opportunity to other candidates for the same office. This time need not be on the same show, but the obligation is not discharged by providing an equivalent amount and class of time. The audience as affected by the first candidate's appearance must be considered. The FCC regards the parties as responsible for initial efforts toward an agreeable solution. See letter of FCC to CBS, Oct. 31, 1952, requiring the offer to the vice-presidential candidate of the Socialist Workers party opportunity to use CBS facilities equal to that enjoyed by Senator Sparkman. The FCC has also decided that reports of senators to their people constitute a use of facilities within the meaning of Section 315 if the senator is a legally qualified candidate for office. Declarative ruling of the FCC, May 15, 1952, in the matter of Radio Station KNGS Hanford, California.

[10] Testimony of Richard S. Salant, April 1955 (CBS mimeo., no date), p. 12.

[11] See FCC Public Notice of Sept. 8, 1954, p. 4, which cites the FCC ruling in the case of WMCA, Inc. (7 R.R. 1132).

*[Editor's Note: In 1952, a William Schneider of Chicago demanded time on CBS. It was refused. He then filed in the New Hampshire and Oregon presidential primaries, and iterated the demand for broadcast time. Mr. Schneider took the CBS refusal to the FCC and to the courts, and as a result was granted one half-hour free on both the CBS radio and tv networks.]

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OF THE SEC. 315 TRAP

Even if he were to call for revolution, the station could do nothing about it in advance, and might be held jointly liable for abetting a criminal utterance. Stations as a matter of practice can ask for copies of candidates' speeches in advance, and try to persuade them against any utterances that they feel would put the network or the station in an improper or false position; but they cannot insist on seeing the speech in advance, let alone make any deletions or changes without the speaker's consent.

Better solutions of the issues are not easily found. If the networks and stations were given more freedom under the law or its interpretation to determine who is a substantial candidate in an open nominating contest, enormous power would be granted to them. While television is not indispensable to political success, it has unique characteristics that make it especially valuable to the political late-comer. The public is interested in a wide choice among competent candidates, and the accidents or designs of network or station policy should not be allowed unduly to hamper that range of selection.

The broadcasters could now, under the law, reduce drastically the amount of public service time granted to candidates for nomination. They are already hinting that they must do so, and have indicated their willingness to sell time to political office-seekers in the pre-convention period. By closing their public service time to avowed candidates for the nomination, networks or stations could press potential candidates toward withholding declarations of candidacy until the last possible moment, in order to preserve their chances of getting on television as invited guests. This would further reduce the importance of the existing presidential primaries in which candidacies must be avowed or not disavowed in order to participate effectively, as in New Hampshire and several other states. The stations would still retain their present great power to decide who is to be selected to appear on various occasions when candidacies have not yet become overt. It would give an advantage to potential candidates already in some office—governors or congressmen—who have access to television by virtue of their public position.

THE FOUR ALTERNATIVES

There appear to be four courses of action with respect to the equal-access provisions of Section 315: (1) leave them alone; (2) remove them from the law, and leave complete discretion with licensees to govern access of candidates to the air; (3) have the government purchase or pre-empt time for political broadcasting; (4) revise the standard in the act.

As to the first course, it now appears that the networks and stations are serious about limiting public service political time in the pre-convention period, and view with great misgivings the problem of political broadcasting, even on a paid or news-show basis, in the campaign period. To leave the section untouched is to risk real diminution of the usefulness of television as a medium of political communication.

To remove all standards governing equal access from the law, leaving the judgment to the licensees as to who can use the potentialities of television and when, seems to delegate excessive political power and responsibility to the networks and stations. The networks and stations are not requesting it, and no one has seriously suggested this course of action.

To have the government purchase or pre-empt a good block of political time, under the legal principle that access to the electromagnetic spectrum is a privilege granted by government and revocable by it, is a proposal that has had a good many recent proponents. But if the government were to buy time from the networks and make it available to all comers, there would be a long series of headaches or worse in sorting out political time among the various applicants. If the government were to force the networks to give up enough time to accommodate everybody, this would amount to a taking of property (not the access to the spectrum, but the right to sell time over broadcasting stations). Such a taking might be justified on the ground that it is for a legitimate public purpose, but the facts might not bear it out. In the case of candidates toward the fringe of seriousness and political stature, there might be no public gain. And the public stands to suffer from an overdose of political television and deprivation of substantial quantities of its accustomed television programming. Underlying both procedures would be the question whether it is better to have government or private decisions as to who shall have access to one communications medium. The industry has already made the point that it is unfair for the government to force television to give up valuable air time for political broadcasting, when similar deprivations are not required from other media. Possibly more important are those issues that revolve on the question of the propriety of allowing a government agency to make vital decisions concerning the freedom of competing political organizations to conduct campaigns and discuss issues.

The final course is to revise the standard in the act, so as to improve the chances of full political use of television while avoiding some of the difficulties and dangers of the other courses. Two steps under this course of action seem worthy of discussion. As a first step, amend the Communications Act so as to define a *major party* and to make the equal-time provision apply only to candidates of such parties, or their authorized representatives, and leave to the discretion of stations decisions on how far their general responsibilities for giving balanced treatment to controversial issues require them to give time to other political parties.[12] The second step would be to amend the act further to define a *leading candidate*, and to restrict the benefits of the equal-time provision to leading candidates of major parties in the case of pre-nomination campaigns. Since these two steps are separable and involve somewhat different issues of administration, they are discussed separately.

The problem of defining a major party has been dealt with often, to all intents and purposes, by state legislation in connection with the admission of parties to the primary election machinery of the states. And the pending Douglas-Bennett Bill proposes a federal criterion for a national party.[13] The important point is to require a certain minimum of electoral support distributed over several states.

A proposal to define major parties and to make the equal-time provision run to them would open the way to a better balanced and more varied use of television time for political purposes during the campaign itself. If the broadcasters had to assure equal treatment only for four candidates—two for President and two for Vice President—at the national level, they might find it advisable to give

[12] See editorial, *Washington Post and Times-Herald* (June 27, 1955), p. 18; and letter from Frank Stanton, President, CBS, in the same issue.

[13] See Paul T. David, Malcolm Moos, Ralph M. Goldman, *Presidential Nominating Politics in 1952*, Vol. I (1954), p. 217. The criterion for a party proposed there is that the organization shall have polled at least 10 million votes in the past presidential election. The Democratic and Republican parties are the only political parties that have ever met this criterion in the United States.

public service time more generously after the nominations.[14] They might also find it possible to produce forms of political discussion that are now too risky to attempt. The parties might bargain with the broadcasters for a trade of the valuable property of their convention against a definite allotment of time for political purposes during the campaign.[15] And the requirement of equal treatment would work toward an equitable balance of the contribution of television to campaigns of both parties, and reduce the advantages now possible to whichever party has the deeper pocketbook or the more astute time-buyers.

This proposal is open to the objection that it discriminates unjustly against new or minor political parties, and makes it more difficult for new political constellations to take form. The force of this objection is reduced by the observation that the formation of new political parties is probably no longer a feasible way to shift our basic political arrangements. New political forces will mainly make themselves felt within the framework of the existing major parties, or will appear as results of the fission of one or the other of them. Even if this argument is not wholly sound, it would nevertheless be possible so to design a redrafted Section 315 as to protect the interest of any third party that could amass a certain minimum of political support—poll, say, 1,000,000 votes in a national election with at least 100,000 in each of five or more states; or produce a petition for recognition as a major party signed by a comparable number of voters.

The foregoing remedy would help the ills of political broadcasting during the campaign period, but would not help in the pre-convention period. So far, neither the industry nor political candidates have come up with any solutions that seem both politically just and administratively workable for the earlier and longer period. Hence the second step we propose may merit serious consideration.

WHAT MAKES A 'LEADING CANDIDATE'?

This step requires a definition of "leading candidates" as well as of "major parties." The problem of defining a leading *candidate* has not been attempted, as has the definition of "party," but is susceptible of solution. A statutory definition substantially as follows might suffice: "A leading candidate for a party nomination shall be deemed to be any candidate who is able, on demand, to adduce substantial evidence of his probable ability to secure at least 15 per cent of the vote on the first ballot of the party convention or primary in which the party nomination will be made." Such a criterion could easily be applied in the first instance by networks or stations. In cases of controversy in which the licensee did not want to stretch its interpretation of the facts, and the prospective candidate was determined to assert his right to air time, the matter could be taken to the Federal Communications Commission or to the courts. Evidence of meeting the standard could come from at least four sources: (1) reputable polling surveys, by Gallup or others; (2) extent of announced support by political leaders; (3) results in state primaries; and (4) expert opinion, based on these and other factors.

The level of 15 per cent is not sacrosanct; it could be put up or down. But to drop the level to 10 per cent might permit a favorite son from one of the most populous states to qualify simply on the basis of support in a single state. To raise it to 20 per cent would be to put it unnecessarily high. The experience of 1952 shows that a 15 per cent level would have restricted the equality requirement to the real leading candidates. In the Republican convention, only Taft and Eisenhower polled as much as 10 per cent at any time. In the Democratic convention, Kefauver, Russell, and Stevenson each polled over 20 per cent; Harriman barely 10 per cent; and no other candidate over 6 per cent. The only serious contender who would have been excluded was Stevenson, and this on the ground that he refused to be a candidate in the pre-convention period.

The kinds of candidates who would be omitted by such criteria would be frivilous candidates, favorite sons without much following outside their own states, and candidates of minor parties. And they would not be excluded from the air. On the contrary, their chances of access might actually be increased. If they proved themselves really noteworthy because of their ideas or their personalities, the networks would want to put them on, and would not be inhibited from doing so by the present rigid equality provisions.

Section 315 could advantageously be redrawn to assure equal treatment to the candidates for President and Vice President of major parties during the campaign period. In addition, the act might well be further redrawn to restrict the legal requirement of equal time to the leading candidates of major parties during pre-nomination campaigns for these offices.[16] The result should be a more intensive and searching presentation of politics on television, featuring confrontations between the major contenders. A further result might be a more varied diet, as networks or stations could present a variety of political candidates without exposing themselves to undue demands on their schedules, or having to inject excessive doses of possibly trivial political personalities or ideas into their programs. More important, such redrafting would reduce the risk that licensees will cut their political broadcasting to the absolute minimum in self-protection. The FCC should be alert, however, to see that licensees are not lax in carrying out their public service obligations.

Should the censorship provisions of Section 315 be redrawn? This question deals with a situation in which attempts at cure might be worse than the disease. The networks and stations are not too badly off now, and the candidates are in a strong position (if they can get air time at all). No Communists have seized the opportunity to promote revolution via television. The changes in their status worked by the Communist Control Act of 1954 have not been fully determined, but the act diminishes danger. Many stations, acting within the temper of the times, already refuse time to Communists or other persons suspected of Communist affiliations. Most candidates are grateful enough for access to television to be willing to work intelligently and cooperatively with it, opening themselves up to the kind of advice which offers *de facto* protection to the broadcaster against suits for libel or for abetting criminal utterance.

Given these mitigating circumstances, it would seem that the threat of political crisis would have to deepen a good deal further before tighter censorship is timely. And if it does come, it is likely that closer controls over candidates will be more important than controls over stations.[17] It does seem, however, given continuation of our relative domestic tranquillity, that if stations are prohibited from censoring the utterances of candidates, or even requiring that they stick to a theme related to their candidacy, the stations should be relieved by federal law (as they are in many states) of liability arising out of such utterances.[18]

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[14] Anticipating a possible change in Section 315, President Stanton of CBS announced on May 23, 1955, that CBS and its affiliated television stations would offer free network time to the presidential candidates of the two major parties in 1956 for a series of "electronic 'Lincoln-Douglas' debates." In the press release making the offer, Dr. Stanton pointed out that the network was not asking for freedom to pick and choose in carrying ordinary campaign speeches, whether made in the course of political rallies or delivered in the studios. Nor would CBS modify its policy of not granting free time once the campaign has begun. To permit the debate between the candidates of the two major parties, Dr. Stanton suggested that Section 315 be amended by adding the following provision: "Appearance by a legally qualified candidate on any news, news interview, panel discussion, debate or similar type program where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network in the case of a network program, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

[15] The suggestion that the parties might bargain with the networks for an exchange of the right to cover the conventions by television for a good share of public service time during the campaign, has its pitfalls. The networks might be able to play the parties off against each other, and restrict both convention coverage and post-convention time, if one or both conventions did not appear to be particularly newsworthy in any campaign. With increasing costs of, and commercial demand for television time, the networks are in an increasingly strong bargaining position that may not be matched by that of the parties.

[16] While the present suggestion is restricted to national offices, it might lead to valuable experience that would in turn open up similar possibilities for political television in state and in local campaigns.

[17] This would be true in conditions of social tension short of a point where a single treasonable utterance over a broadcasting station could suffice to trigger revolution.

[18] The FCC has supported this position in the past in its comments to Congress on proposed legislation, and the Commission has discussed its intricacies in the Port Huron decision (12 FCC 1069). *Editor and Publisher* has taken the opposite position that there should be no discrimination between news media, and therefore broadcasters should be given both the power to censor political utterances, and clear responsibility for any libelous material uttered over their facilities. (See editorial, July 12, 1952, p. 40.)

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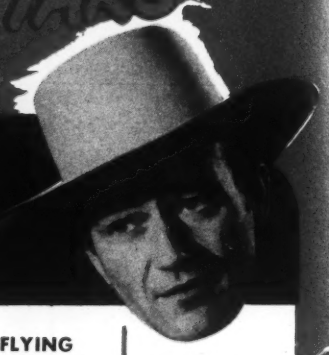

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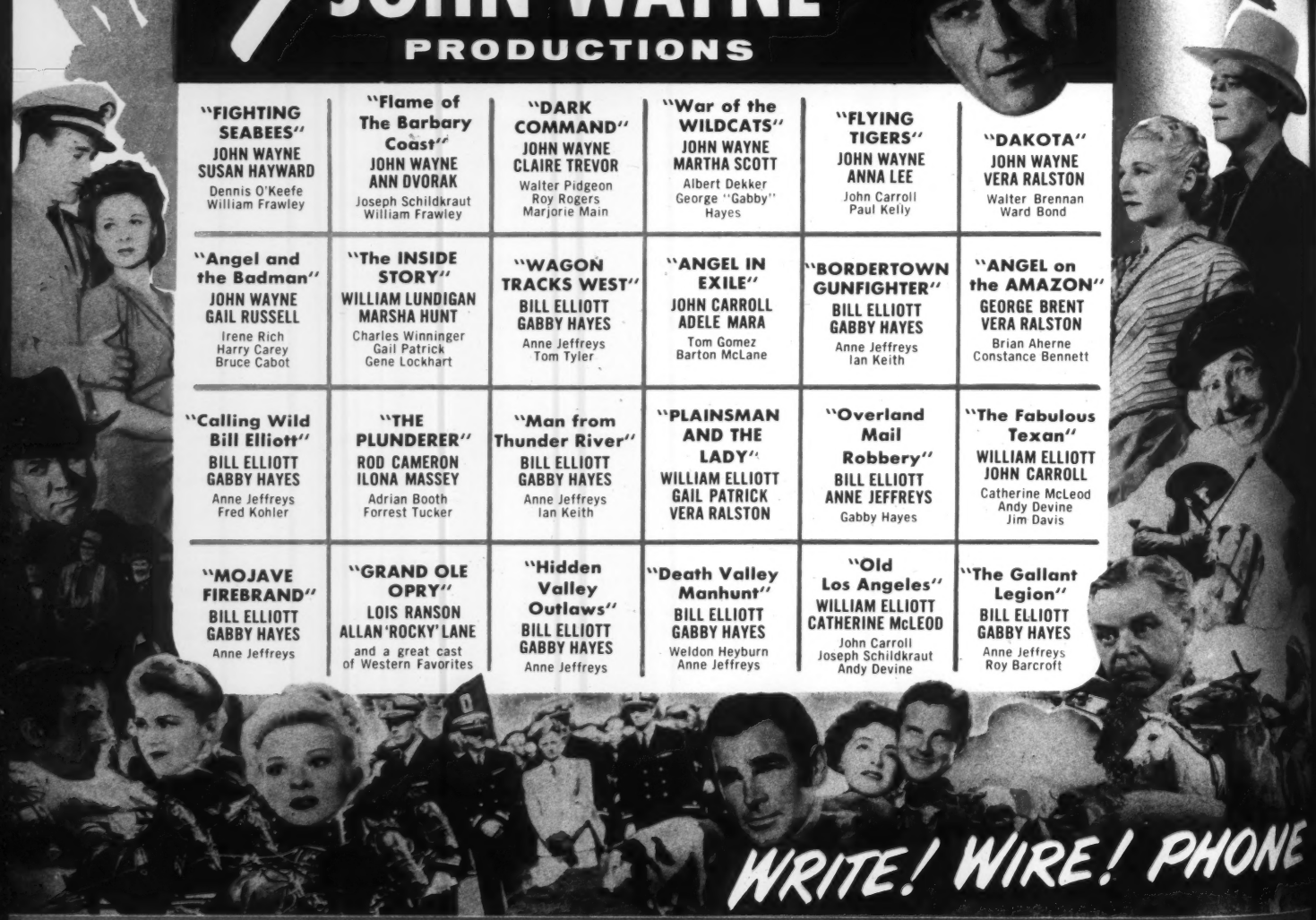

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BRAND NEW SERIES MADE FOR TELEVISION

The Greatest *LINE-UP* of Intrigue and Adventure Subjects Ever Produced!!

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SAX ROHMER'S World Renowned

"ADVENTURES OF DR. FU MANCHU"

Mystery! Intrigue! 26½ minutes each

NOW READY! (13 completed)

"STRYKER OF SCOTLAND YARD"

Mystery at its best!

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"COMMANDO CODY"

(Sky Marshal of the Universe)

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Adventure! Action! Intrigue!

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"STORIES OF THE CENTURY"

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Outstanding Entertainment!

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39 Subjects · 26½ minutes each

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one of the world's most popular outdoor personalities

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Coming! The New Sensational Series

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made in cooperation with the United States Dept. of Immigration and Naturalization Service

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"THE HOODLUM EMPIRE"

Dynamic...Shocking Expose of the Underworld Czars.. Taken from the Files of America's Leading Newspapers

26½ minutes each

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COURT INDICATES STAND ON VHF STAYS

Appeals tribunal tells why it denied stays on Corpus Christi, Evansville and Madison grants, reaffirms injunction on Vail Mills drop-in.

THE U. S. Court of Appeals will not stay an FCC television grant if it's been made in accordance with the Sixth Report & Order, but it will look favorably to granting a stay if the Commission authorizes a vhf drop-in that may hurt an existing station.

That seems to be the nub of the appeals court's thinking, according to two opinions issued last week. Involved were the FCC's vhf grants in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis., and the Commission's authorization to drop in ch. 10 at Vail Mills, N. Y., just outside the Albany-Schenectady-Troy area.

In an opinion explaining the court's denial of the stay requests in the three vhf cases, decided this month [B•T, Feb. 6], Circuit Judge George T. Washington, for himself and Judge John A. Danaher, held that the petitioners did not show sufficient likelihood of winning their cases. This is one of the standards by which stay petitions are judged. Other common criteria are irreparable injury and the public interest. Petitioners in these cases were all uhf stations which have been urging deintermixture in these areas.

Judge Washington said that "Petitioners' real aim appears to be to stop these adjudicatory proceedings from reaching a conclusion until what they hope will be a more favorable channel allocation rule is adopted by the Commission." He added: "If extinction of uhf stations results from the Commission's policy and actions, the responsibility must lie at the Commission's door."

In a discussion of the differences between the court's attitude in these cases and in that involving the Vail Mills drop-in, Judge Washington summed up with these words:

"Thus, petitioners opened their uhf stations with notice of the potential competition from vhf stations on channels already allocated to their areas, whereas in the Greylock 'drop-in' situation [Vail Mills] the uhf station had had no such notice."

The decision last week in the Vail Mills ch. 10 case was actually a reaffirmation of the court's decision last December issuing a stay order on the basis that Greylock Broadcasting Co. (ch. 19 WMGT [TV] Pittsfield, Mass.) would be injured [B•T, Dec. 12, 1955]. WROW-TV Albany had asked for reconsideration. WROW-TV, now operating on ch. 41, had asked for and secured the Commission's approval assigning ch. 10 to Vail Mills. This had been attacked by WMGT and the now dark ch. 35 WTRI (TV) Albany.

The opinion on the rehearing was written by Circuit Judge E. Barrett Prettyman, for himself and Judge David L. Bazelon. Judge Prettyman wrote:

"The making of the allocation now, while the question whether it is ultimately to remain is under formal consideration by the Commission, serves no useful purpose, so far as we can ascertain from the material before us . . . every interest of fair distribution will be served by postponing the allocation until the Commission decides, in the proceeding already under way, whether there is to be such an allocation to this area."

He continued: "If this court were to declare now that a new vhf station, which would eliminate uhf stations presently in an area, is in the public interest, that declaration would conclude the whole controversy now being so exhaustively explored by the Commission."

Judge Prettyman said that it was clear that the new allocation "would impose on Greylock losses which it could not recover, and that this threat of loss is not offset by any advantage to the public interest."

In the three vhf cases, Judge Bazelon dissented. In the Vail Mills case, Judge Danaher dissented.

Judge Bazelon held that the refusal to grant a stay in the three vhf cases conflicts with the Vail Mills opinion. The Commission is reexamining its previous determination to intermix, he said, and refusing to stay the vhf grants raises the question "whether due process and common sense require the Commission to consider deintermixture and other proposals as means of saving uhf before leaving it to face certain destruction on the heretofore uncharted rocks of vhf competition."

In the Vail Mills case, Judge Danaher reasoned that the court's action in granting the stay interfered with the Commission's performance of its duties. "The Commission has here specifically found that operation of ch. 10 is *in the public interest*," Judge Danaher said. "I believe the Commission's action was dutiful and within its province."

N. Y. SENATOR SHELVES BILL FOR DST EXTENSION

However, he indicates that passage will be sought in next session of legislature. ABC-TV announces summer schedule time variations caused by DST.

ONE PHASE of broadcasting's perennial Daylight Saving Time problem appeared last week to have receded—at least for this year.

The sponsor of a pending New York State bill to move the DST starting date in New York back to the first Sunday in April, Sen. Pliny W. Williamson (Republican), was quoted as saying he would not press for passage at this session. In addition to this public statement, he was understood to have given radio-tv authorities assurances in the same vein.

This was taken to imply the death also of another pending bill, that is almost identical, although network authorities were notified last Thursday that a public hearing is scheduled for Wednesday (Feb. 22) on the second measure, which was introduced by Assemblyman Robert Walmsley (Republican). Network opposition is slated for presentation at the hearing, although observers felt the bill has little chance of passage now, particularly without Sen. Williamson's support in the upper house.

Thus it appeared that DST in New York would start the last Sunday in April as usual, but barring an amendment of a measure passed a year ago, the DST period will continue through October instead of ending on the last Sunday in September. No such amendment has been indicated.

Even if efforts to start DST a month earlier are dropped for this year, there is belief that they may be resumed a year from now. Sen. Williamson is understood to have indicated privately that a main reason for not pushing his pending bill is that it could not be passed in time to permit the railroads to make their

Your next proposal should include one of the most unusual television buys in the land. It's Washington State's big "MIDDLE MARKET" where mountains and miles make it the exlcusive property of KIMA-TV, Yakima with its satellite KEPR-TV, Pasco. Now . . . an even bigger buy with the bonus of KLEW-TV, Channel 3, Lewiston, Idaho. Unusual? You bet! Just check with our rep.

KIMA-TV
YAKIMA with its Satellite
KEPR-TV PASCO
NATIONAL REPRESENTATIVES: WEED TELEVISION
PACIFIC NORTHWEST: MOORE AND LUND

schedules conform to the stepped-up clock.

Broadcasting executives are generally agreed that just an extension of DST through October will provide more than enough trouble. Like New York, many areas across the U. S. stayed on DST an extra month last year while many others returned to Standard Time at the end of September (or stayed on Standard Time throughout the summer). Radio networks are able to handle the time differences with relatively little trouble, but in tv alone last October's confusion was estimated to have cost the three national networks close to $1.5 million [B•T, Oct. 3, 1955].

ABC-TV, however, has since announced development of a new system of delayed program feeds which officials of that network compare to ABC's pioneering in the use of repeat broadcasts via tape recordings more than a decade ago. The new film system, announced in January and installed in Chicago, enables live programs to be stored an hour and replayed without loss in quality, officials said [B•T, Jan. 23].

Following up this announcement, they reported last week that ABC-TV's DST schedule across the country this year will be as follows:

Eastern Standard Time stations will carry the network schedule one hour earlier, at its "live" Eastern Daylight Time during the first year.

Most Central Standard Time stations will receive the programs at their regular local time via the delayed feed.

Central Daylight Time stations will present the programs at their "live" time, Eastern Daylight Time.

Mountain Standard Time stations will carry most programming at their regular local time through delayed feeds from Chicago as needed.

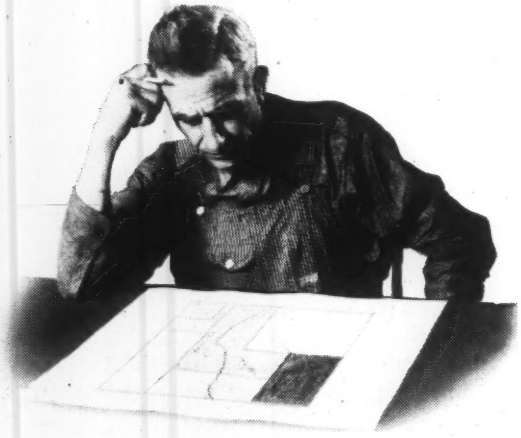
Pacific Daylight Time stations will also carry most programming at their regular local time.

Pacific Standard Time stations, as the Eastern Standard Time stations, will carry the network schedule one hour earlier, in terms of local time, than during the winter months.

Exceptions are special events, including the *Wednesday Night Fights*, which will be carried "live," and the *Mickey Mouse Club*, which is broadcast in all areas at 5-6 p.m. local time.

ABC Radio meanwhile announced that its "pioneer plan for program repeats" during DST months—taped broadcasts fed one hour later to stations in areas remaining on standard time—will go into effect on April 29 and continue through Oct. 27.

this man is your best customer



The Kansas Farmer: His income is phenomenal—he has $8,830 to spend after taxes! That's 52% above the national average!* He's got the cash to buy just about anything he wants!

WIBW is his station. Ever since the crystal set days of radio, we've programmed first, last, and always to the Kansas Farmer. That's why he listens to WIBW more than any other radio station†—that's why he buys WIBW-advertised merchandise.

* Consumer Markets, 1955.

† Kansas Radio Audience, 1954

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

WIBW CBS RADIO

Rep: Capper Publications, Inc.

SERVING A MARKET 52% ABOVE THE U. S. AVERAGE

NBC GIVES BACKING TO STANTON PLAN

Network tells House group it concurs with rival that broadcasters should be free to present political discussion, forum shows without being subject to equal time demands.

NBC last week formally gave its support to pending bills to amend Sec. 315 of the Communications Act dealing with political broadcasts. The network submitted written comments in a letter to Rep. Oren Harris (D-Ark.), chairman of a House Commerce subcommittee on Transportation & Communications which held hearings on the proposed legislation two weeks ago [B•T, Feb. 6, 13].

In the same letter NBC opposed pending resolutions, which would limit tv towers to 1,000 ft. above ground unless the FCC found affirmatively that higher structures were required for proper coverage.

Full approval was given by NBC to HR 6810, which would exempt from the Sec. 315 provisions (which require that a broadcaster offer equal time to all other candidates for a political office if it has permitted one candidate to use its facilities), news, interviews, documentaries, panel discussions, debates and similar type programs on which a candidate or candidates appear. The network said that the bill:

". . . recognizes that we live in an era of electronics journalism and that the literal application of the equal time provision tends to defeat itself. It also would remove to a degree an existing discrimination. In no other field of programming is the broadcaster so mistrusted that there is a statutory imposition of equal time for all contenders. We believe that the handling of controversial issues by the broadcasting industry has shown that on the whole broadcasters are a responsible group capable of performing their function fairly."

HR 6810 is based on proposals advanced by CBS President Frank Stanton.

In discussing HR 3789, which would permit broadcasters to turn down candidates who are Communists, NBC suggested that an applicant for time under Sec. 315 be required to furnish under oath a form stating that he is a legally qualified candidate for public office and that he is not a Communist. This form should be submitted to the FCC, the U. S. District Attorney in the district where the applicant resides, and the broadcaster. The bill should be amended, NBC recommended, to relieve the broadcaster from liability in the event he refuses a candidate time on ground the applicant falls within the proscription of HR 3789.

In favoring the proposed bill (HR 4814), which would exempt broadcasters from damages for libel uttered by a candidate using radio or tv

W S A R

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in Southeastern New England

WSAR

FALL RIVER

Music . . .
News . . .
and the Best of ABC

REPRESENTED NATIONALLY BY
HEADLEY-REED

Kettell-Carter — Boston

facilities, NBC suggested several clarifications, namely that the provision which provides immunity unless the licensee or his agents or employes participate, be changed to "willingly, knowingly and with intent to defame" participates. The network also suggested that it apply to both civil and criminal defamation.

NBC said its opposition to pending House resolutions which would limit antenna heights (H J Res 138-139) is based on the fact that "The absolute standard of 1,000 ft. above the surface of the earth is unrealistic." Height of the antenna tower is only one of the "numerous variable factors" which must be taken into account in determining possible impact on air navigation, the network said. Tall towers are "one of the most effective means available for improving service," NBC said.

NEW YORK COUNCIL FIGHTS PAY-SEE TV

Action follows hearing on resolution. Groups espousing toll television refused to attend hearings on grounds that Council has no jurisdiction and that matter is before FCC.

THE NEW YORK CITY Council last week adopted a resolution calling on the FCC to disapprove applications seeking the adoption of toll television.

Last week's action followed a public hearing held Feb. 10 by the Council's Rules Committee on the resolution. At the hearing, representatives of veteran, labor and business organizations, including Louis Hausman, vice president of CBS Inc., unanimously supported the resolution opposing pay-tv. The Skiatron Electronics & Television Corp., Zenith Radio Corp. and International Telemeter Corp., which have developed toll tv systems, declined to attend the hearing on the ground that the issue of toll television currently is being considered by FCC.

Following the passage of the resolution, James M. Landis, special counsel for Skiatron and representing other pay-tv proponents, called the Council's action "utterly meaningless." He claimed the City Council had "completely ignored the basic fact that pay-as-you-see television will be supplementary to free television and that the public will benefit from it by having the opportunity of seeing outstanding programs that are not available now."

In absenting themselves from the hearing, Mr. Landis wrote that the three companies refused "to be drawn into a snap judgment proceeding on a matter long under consideration and now under extended hearings by the FCC." Mr. Landis gave four reasons for the boycott of the hearing:

(1) The FCC is the forum set up by Congress to determine whether toll television is in the public interest, and the New York City Council has "no jurisdiction over any kind of television"; (2) a fair hearing to proponents of pay television has been denied by the City Council because they requested six weeks to prepare their case and they were informed of the hearing only one week in advance; (3) the resolution "completely misstates" the issue presented by the three companies to the FCC in that they have never suggested that progarms now being received free by the public should be paid for, but they have stated they desire to use "hundreds of frequencies and channels" now available that are not being used because of economic reasons, and (4) the Council should be "aware" that hundreds of polls on toll tv have showed that "the public, when properly advised of the objectives of pay tv, has voted heavily for its introduction."

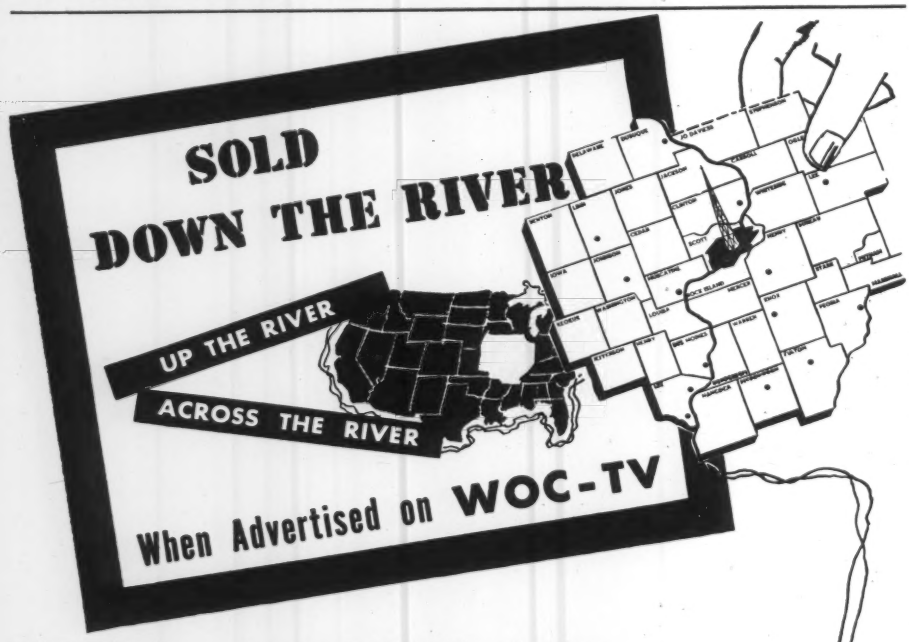
Typical of the arguments advanced for the resolution opposing pay tv was that of CBS, as outlined by Mr. Hausman. He gave two basic reasons for CBS' support of the resolution before the Council:

"One: pay television, when in operation, would black out the channels dedicated to the use of the entire public except to those willing and able to pay, and, if successful, would siphon, from free television, all the popular programs now being broadcast free. For the first time, it would divide the television audience along economic lines, reducing to 'second-class' citizens those who cannot afford to pay for their television programs, creating a brand new caste system in television viewing.

"Two: pay television is a betrayal of the more than four million families in the New York television area who have paid over $1 billion for their television sets in the expectation that they could use them as much as they wanted without any further charge for viewing."

Abe Stark, City Council president, said at the hearing that the pay-tv advocates "did not have the courage to face the people on this issue. The weakness of their argument makes it impossible for them to stand open debate."

He said further: "I accuse a small group of self-seeking monopolists of attempting to destroy free television viewing in the United States. I accuse them of violating the spirit and intent of the Communications Act. . . ." Mr. Stark's other remarks at the hearing were substantially the same as Mr. Hausman's.



WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

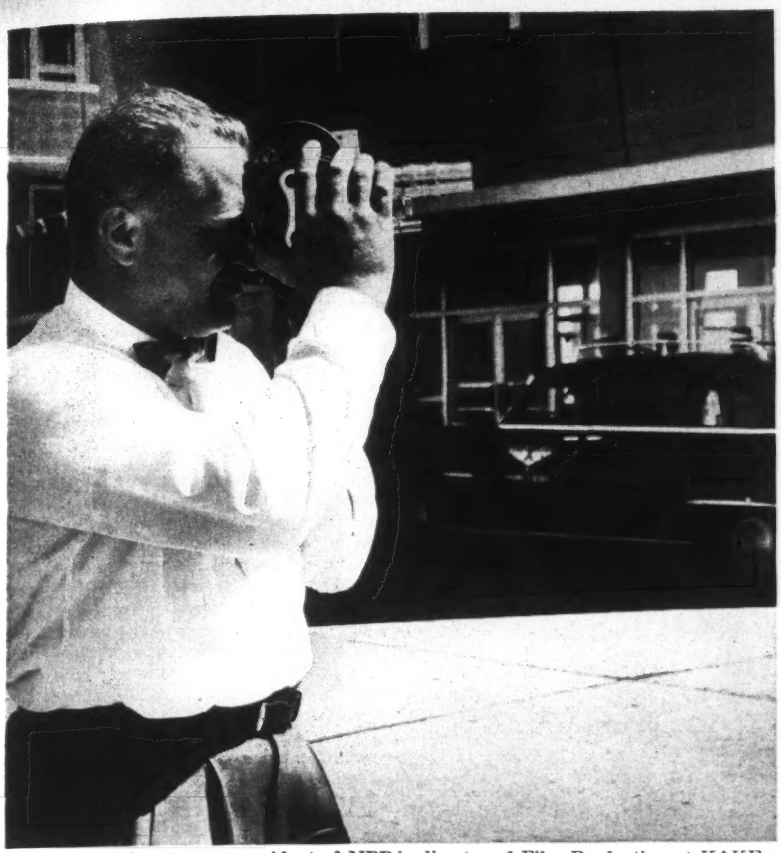
CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

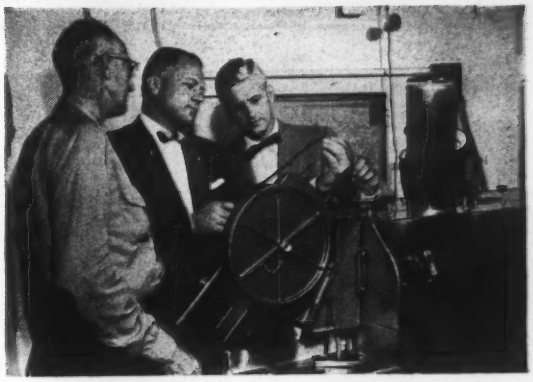
BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV



Paul Threlfall (above), past president of NPPA, director of Film Production at KAKE-TV, has covered every major news event in the Midwest for the past two decades. He says, "Because of the high quality and dependability of Du Pont Rapid Reversal Motion Picture Films, we use them *exclusively* for our work!"



Verle Hearing (left), head of processing lab, Mr. Threlfall and Du Pont Representative Dick Allen examine Type 930 Motion Picture Film as it comes from processor.

General Manager Martin Umansky (right) and Paul Threlfall view footage of a specially filmed news event for possible use on a popular nighttime information show which originates at station KAKE-TV, Wichita.

VETERAN NEWS CAMERAMAN REPORTS:

"Du Pont Rapid Reversal Motion Picture Film—my guarantee of finest TV coverage...anywhere!"

These words of praise come from nationally known cameraman, Paul Threlfall, Director of Film Production at KAKE-TV, Wichita, Kansas.

"We've used Du Pont Rapid Reversal Films since going on the air in 1954," says Mr. Threlfall, "and they give us everything we could want in a motion picture film. In the studio, for sports coverage in all kinds of weather, or for meeting air time for newscasts, Du Pont 930 and 931 prove beyond the shadow of a doubt they've got what it takes!

"Last year a town near Wichita was literally wiped off the map by a tornado . . . in spite of darkness, high wind, hail and torrential rain, we were able to get images with good reproductive quality — thanks to Du Pont 931. And prints of our footage were made for two national networks and a Kansas City station.

"Recently we covered a plane crash with Du Pont 931 . . . the film was rushed back to the station for processing, and the tragedy was televised as the lead story on a newscast *just 30 minutes later!*"

The processing lab at KAKE-TV is headed by Verle Hearing, who says, "Du Pont Type 930 and 931 Motion Picture Films are always dependable — even with extra rapid processing. The wide latitude emulsion gives a broad contrast range with maximum shadow detail, even when shots are made under lighting conditions that would 'wash out' an ordinary film!"

General Manager Martin Umansky adds, "Local and regional motion picture coverage has made our news and sportscasts *true television* rather than the usual 'visual radio' programs. One of our news shows has a rating almost four times higher than each competitor station . . . due in part to the high speed and rapid processing feature of Du Pont Films!"

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PHILADELPHIA 2, PA.	225 South 15th Street
EXPORT	Nemours Bldg., Wilmington 98, Delaware

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM

THESE are the drys, who last week made vocal their opposition to liquor advertising in all media, and especially radio-tv

DRYS WAGE LIQUOR AD FIGHT IN CAPITOL HILL HEARINGS

- **Familiar prohibitionist bills would stop ads in all media**
- **But, as usual, radio and tv catch brunt of the attack**
- **Industry rebuttal says 'products are legal, ads are legal'**
- **And points to small volume of liquor ads, self-policing**
- **While brewers say bills would destroy their industry**

THE DRYS invaded and enveloped Capitol Hill last week in a show of force for testimony before Senate and House committees in favor of proposals in both houses to outlaw the advertising of alcoholic beverages on radio and tv and in other media.

Their arguments were met by a determined if smaller group representing radio and tv, newspaper and magazine publishers, national advertisers and agencies and the brewing, vintaging and distilling industries.

Hearings by the Senate Interstate & Foreign Commerce Committee, headed by Sen. Warren Magnuson (D-Wash.), began Wednesday, ran through Thursday, the last scheduled day, and were continued Friday, with the extra day added because of the large group of drys testifying all day Wednesday and into Thursday.

The House Interstate & Foreign Commerce Committee, chairmanned by Rep. J. Percy Priest (D-Tenn.), began hearings Thursday and continued through Friday.

Testimony before both committees was identical and by the same persons on both sides, for the most part. As in the past few years the drys' ammunition consisted mostly of charges against radio and television advertising although the bills would prohibit beer, wine and liquor advertising via any medium, including the mail.

The bills in the Senate and House are similar to bills introduced in the past, all of which have failed to be reported from the respective commerce committees. The Senate version (S 923) is authored by Sen. William Langer (R-N.D.) and the House equivalent (HR 4627) by Rep. Eugene Siler (R- Ky.).

Both Sen. Langer and Rep. Siler made introductory statements on behalf of their respective measures.

The dry forces for several weeks have been "softening up" congressmen with a deluge of petitions and letters favoring passage of the bills. Both committees also have been flooded with letters urging passage of the bills, one staff member in the Senate committee noting that last Monday's mail brought 1,000 letters and succeeding days an average of 500.

The dry ranks appeared to be much better organized than in past years, with shepherding by Methodist Bishop Wilbur E. Hammaker, chairman of the National Temperance & Prohibition Counsel's Committee on Congressional Hearings, and Clayton M. Wallace, executive director of the National Temperance League.

Within a few minutes after the Senate group opened hearings Wednesday morning the Senate Caucus Room—largest room available for Senate hearings—was full and spectators, mostly dry forces, were standing three-deep in the aisles. One woman fainted, but quickly recovered.

Testimony by both sides, as condensed by B•T, was as follows:

DRYS SAY LIQUOR ADS ARE OFFENSE AGAINST SOCIETY

Leslie B. Logan, executive director of the Interchurch Temperance Movement of Colorado, criticized a local beer commercial, which he said interrupted a tv interview of Catherine Marshall, widow of Peter Marshall, former Senate chaplain and Washington minister, on Edward R. Murrow's *Person to Person*, a CBS-TV program.

Methodist Bishop Wilbur E. Hammaker, chairman of the National Temperance & Prohibition Counsel's Committee on Congressional Hearings, said the "offense against society lies in the winsome words and pictures so skillfully put forth to inflame the imagination and stir the emotions," and added, "I make no apology for stressing the basic religious and moral realities involved."

Kenneth L. Wilson, managing editor of the *Christian Herald* magazine, declared that his organization (World Christian Endeavor Union) does not consider the bill as "a back-door approach to prohibition"; that the *Christian Herald* has "no ax to grind save the axes of decency; safety; economic, physical and moral health." He said sale of liquor always has been subject to control, and that "alcohol's limited status, so expressly recognized in all other areas, should also be adequately recognized in the field of advertising."

Mrs. Glenn G. Hays, president of the National Women's Christian Temperance Union, said tv advertising "glamorizes beer and presents alcoholic beverages in a manner designed to interest and entice youngsters." She condemned animated tv beer commercials, and charged that tv makes appeals to youngsters as potential customers and to women.

Paul S. Bosley, president of the National Conference of Methodist Youth, said his group favors the bill and criticized radio-tv advertising appeals which "obscure from the young person the very real problems inherent in consumption of alcoholic beverages."

Dr. Caradine R. Hooton, executive secretary of the Methodist Church's Board of Temperance, said passage of the bill would penalize "false and misleading advertising of a product the use of which results in widespread damage," and would protect American home life "in the enjoyment of its right not to drink."

Clayton M. Wallace, executive director of the National Temperance League, read a statement of his own and one in behalf of Duke K. McCall, president of the NTL and of the Southern Baptist Theological Seminary, Louisville, Ky.

Mr. Wallace referred to a 1954 address by ABC President Robert E. Kintner in which he said Mr. Kintner, talking to the U. S. Brewers Foundation annual convention in Los Angeles, described the ABC network as "a willing servant of the beer industry," and "we in radio and television have also played a part in putting beer in the home and making it the national family drink of moderation."

Mr. McCall's statement said that alcoholic beverage advertising containing "half-truths" is projected by radio and tv into homes where it is seen by children and adults, under conditions leaving the householder "little practical choice." These commercials "are often injected following the most worthwhile programs for the purpose of reaching the audience attracted by the preceding program," he said.

Dr. W. R. White, president of Baylor U., Waco, Tex., said that "no form of advertising is more unrealistic or more misleading than the advertising of intoxicants. It is glamorized far beyond that which the facts will justify." He said liquor commercials are beamed alike into Texas' 142 dry, 82 partly dry and 30 wet counties.

Dr. Sam Morris, radio temperance speaker *(The Voice of Temperance)* and president of Preferred Risk Mutual Insurance Co., described the difficulties he had in purchasing network and station time to present his temperance talks. He said many stations have refused to sell him time on grounds his subject was "controversial." He said most networks and stations had been uncooperative in selling him time in other cases.

Dr. Andrew C. Ivy, head of the U. of Illinois Dept. of Clinical Science, described the harm done by alcohol and presented material designed to show the relationship between alcohol advertising, alcoholic consumption and crimes and misdemeanors.

Edward B. Dunford, Washington attorney for

"Our home on fire—and me 2000 miles away..."

"They paged me on arrival—it was a wire from my wife. 'Fire badly damaged house. Everyone safe. We are at mother's.' And here I was—2000 miles away, trying to close a business deal.

"I phoned right away and told her I'd take the next plane home. 'Stay where you are and finish your job,' she said, 'we're all right. Our insurance took care of everything.' I found that Chet Williams, our agent, had located my wife, gone out to our house, inspected the damage and reported it to the insurance company. He even arranged for temporary repairs and for an adjuster to see me when I got back. I'll never forget what Chet did—it's a relief to know my insurance is in such good hands."

★

Your Capital Stock company agent works for you every minute, day or night. Because he's your neighbor he knows your problems and can give you good advice on all kinds of property insurance. In business for himself, he's as close to you as your phone, so check with him regularly.

Your agent is one of 200,000 representing Capital Stock fire insurance companies. These companies provide you with many public services like inspection of municipal fire-fighting facilities, arson detection and safer building methods—services that go beyond your policy for your benefit.

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465 California Street, San Francisco 4, Calif.

TALENT SCOUTING?

Look no further. The talent's on WMBR-TV, reaching 343,428 homes with the highest rated shows, national and local.

WMBR-TV
Jacksonville
Basic CBS
Channel 4
CBS Television Spot Sales

the National Temperance League, said congressional committees for several years have referred anti-alcohol advertising bills to the Justice Dept., the FCC, Federal Trade Commission and other agencies and have been advised under both Democratic and Republican administrations, that such proposals present "only a question of legislative policy, no grounds for constitutional objection being cited."

He cited briefs and court decisions which he said support the view that Congress is empowered to enact the present proposal.

Mr. Dunford said the courts have decided since the 21st (repeal) Amendment that, among other things: The pending bill applies only to advertising practices under control of Congress and for which it is responsible; that prohibitions or regulations upon commercial advertising are "a legitimate incident" to the policing of the liquor traffic among the various states, and that the manufacture and sale of liquor is "not one of the inherent rights of citizenship," but a privilege to be exercised under state laws. He said restrictions upon the liquor business have been upheld which could not be sustained "when applied to essential or harmless industry."

A. C. Miller, executive secretary of the Southern Baptist Convention's Christian Life Commission, said his group believes that interstate advertising of alcoholic beverages is not in the interest of the public welfare and that, in keeping with the "spirit and meaning of the definition of the term 'false advertising' as set forth in the Federal Trade Commission Act, we believe that an analogous situation exists in the interstate advertising of alcoholic beverages . . . [and] . . . should be forbidden by act of Congress."

Leonard M. Campbell, representing the National Assn. of Evangelicals, said, "We are aware that the radio and tv broadcasters have brought forward some evidence which makes it appear that the proportion of alcoholic beverage advertisements has been reduced . . . but the basic problem has not approached solution."

William F. McConn, president of Marion College, Marion, Ind., a member of NTL's executive committee and president of the Indiana Temperance League, said the state's right to control liquor sale and advertising "is being violated by radio and tv programs and by many magazines."

James Renz, representing the Church of the Brethren, Elgin Ill., cited figures purporting to show that beer and liquor advertising in magazines and newspapers is higher than that of other products during certain times of the year.

J. Renwick Patterson, executive secretary of the National Reform Assn. and editor of the *Christian Statesman*, said, "It is most certainly not in the best interest of our children and our youth to turn our living rooms into sales rooms for alcoholic beverages." He said "subtle" beer and wine commercials suggest to the housewife "that she is something less than a good hostess . . . if she fails to provide beer and wine with the other refreshments."

Mrs. W. J. H. McKnight, chairman of the temperance education committee of the United Presbyterian Church of North America's general assembly, asked, "Are those millions of us who do not drink, who hate the stuff and know the evil consequences of its use, going to be forever denied the freedom in our own homes to turn on the radio and tv and not have our intelligence and finer sensibilities insulted and outraged by this obnoxious propaganda of the liquor forces?"

Erwin F. Bohmfalk, vice president of Texas Alcoholic-Education Inc., criticized radio and tv beer jingles as appealing to children.

Lewis C. Berger, superintendent of the Temperance League of Ohio, criticized the spot announcement advertising beer and wine, saying parents never know when the announcement is coming and thus cannot turn off their tv sets.

Roy S. Hollomon, superintendent of the Kansas United Dry Forces, said his "organization holds that the liquor traffic is not a legitimate business, but is a traffic that is only tolerated in parts of these United States."

Harold A. Young, superintendent of the Iowa Temperance League, said that although public opinion in Iowa is against liquor advertising, radio and tv stations carry it anyway. He said the state legislature feels it is a problem for Congress.

Warren J. McFate, representing the Iowa Conference of the Evangelical United Brethren Church, said alcohol "is the only poisonous narcotic allowed the privilege of advertising their product."

James Sloan, chairman of the Iowa-Des Moines annual conference of the Board of Temperance of the Methodist Church, said the liquor interests "stress their own ability for self-regulating; however, practical results are seldom forthcoming."

Others who made or were scheduled to make statements favoring the bill were:

Mrs. Augusta K. Christie, president of the Maine WCTU; Mrs. Violet Hill Whyte, a member of the Batlimore Police Dept.; Lloyd C. Halverson, National Grange; Dr. W. A. Scharffenberg, American Temperance Society; Dr. J. Warren Hastings, National Body of Disciples of Christ; Dr. Charles X. Hutchinson Jr., secretary, International Reform Federation; Mrs. Ruth Peterson, National Grand Lodge of the International Order of Good Templars.

James Overpeck, Rogers, Ark.; Carl Sjulin, president, International Nurseries, Hamburg, Iowa; Mrs. Harvey Wiley, Washington; Dr. Samuel A. Jeanes, New Jersey State Baptist Organization; Carroll Cross, Lakeland, Fla., representing calendar publishers; Rev. E. N.

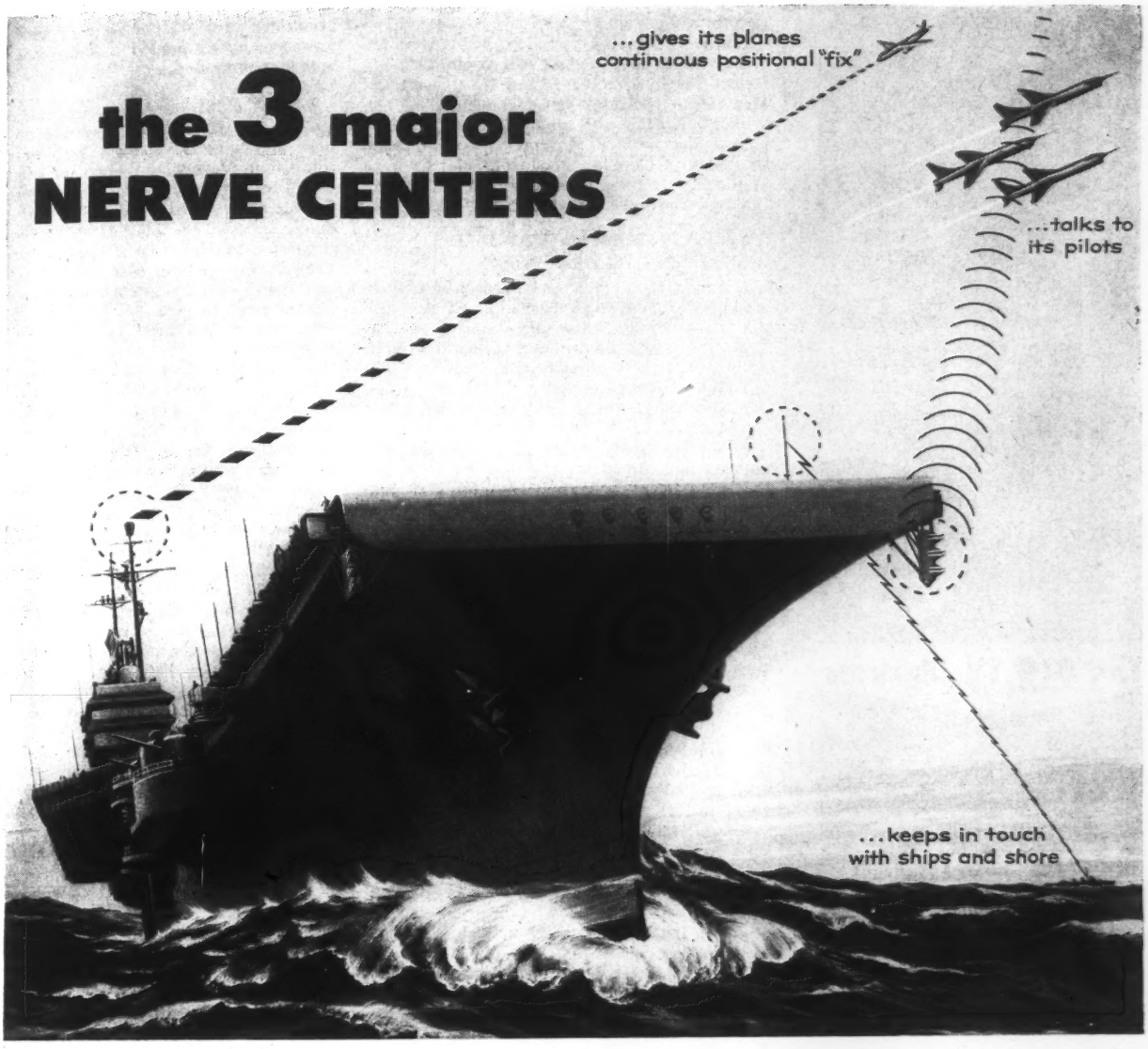
Out of This World

ONE James Overbeck of Rogers, Ark., testifying before the Senate committee Thursday in a talk believed to be in favor of the bill, departed from the usual arguments of the drys—in fact, he departed from this earth.

Mr. Overbeck, apparently sponsored only by himself, said that of all the planets, only the earth has a liquor problem. He said it had been proved that since these planets have no liquor problems, they don't have police. Don't need them. But it took atomic wars to fix up the other planets, he said, leaving unsaid the suggestion that it might take the same to straighten out the earth.

Mr. Overbeck not only didn't like liquor. Neither did he like coffee, tea, sugar, starches or other such things and he said grocery stores should be prohibited from selling them. He said these items and "four bottles of beer" every day had "seduced and debauched" the U. S. armed forces.

Whenever Mr. Overbeck paused for breath, which was seldom, Sen. Andrew Schoeppel (R-Kan.), acting as chairman, kept saying "thank you," apparently in the hope Mr. Overbeck had finished. When he finally did, the audience was convulsed.



the 3 major NERVE CENTERS of the Mighty FORRESTAL

The U.S.S. FORRESTAL . . . 60,000-ton sea giant . . . the most powerful carrier afloat . . . owes much of its fighting efficiency to its modern sensory system . . . including its advanced-design communication and air navigation "nerve centers" developed by Federal Telecommunication Laboratories, a division of International Telephone and Telegraph Corporation.

To guide its planes safely home through darkness, fog, and stormy weather, the FORRESTAL utilizes Tacan . . . revolutionary new system that continually indicates position of moving ship to its fast-flying planes.

To keep in constant two-way voice contact with its pilots in the air, the FORRESTAL uses a new ultra high frequency radio system . . . with an effective range over one-and-one-half times greater than many previous systems . . . beaming its power through new-type antennas in new locations below the level of the flight deck.

For ship-to-ship and ship-to-shore communication the FORRESTAL's medium-and-high frequency radio system provides clear and dependable transmission for voice, teleprinter, high-speed code and facsimile.

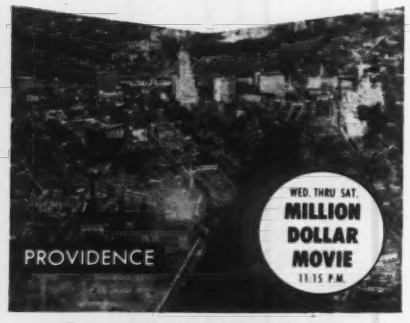
The same electronic "nerve centers" will be installed on the new super carrier U.S.S. SARATOGA and other great aircraft carriers to come.

These vital developments . . . Tacan, UHF and MHF radio . . . are outstanding examples of IT&T's continuing contributions to electronic progress . . . to the growing might of America's defensive forces.

INTERNATIONAL TEL AND TEL

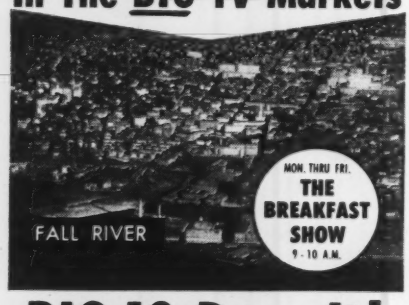
IT&T

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N. Y.

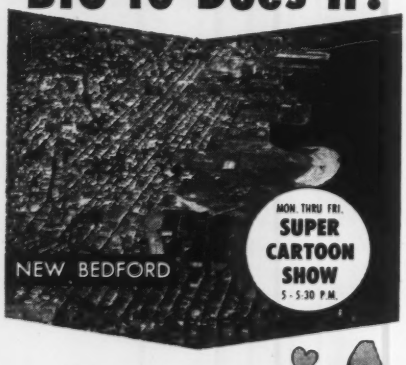


The BIG TV Shows

In The BIG TV Markets



BIG 10 Does It!



*Details on these shows from any WEED TELEVISION office.

WJAR-TV DOMINANT 10

WJAR-TV PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

Bergerstock, president, National Civic League; Dr. R. H. Martin, president emeritus, National Reform Assn.

Louise F. Jones, Hyattsville, Md.; Alvin W. Smith, chairman of temperance committee, Reformed Presbyterian Church of North America; Mrs. C. V. Biddle, vice president, WCTU; Wilbur Korfhage, administrative director, United Temperance Movement of Minnesota; Dr. Max Goldman, president, North Iowa Methodical Conference Temperance Board; Ethel H. Darkes, Pennsylvania WCTU.

ADVERTISING INDUSTRY POSES OPPOSITION TO DRY BILLS

George Link Jr., general counsel, American Assn. of Advertising Agencies, said the 4A's wished to register strong opposition to the bill because it would discriminate against the use of advertising as a "legitimate and necessary form of selling in our economy." The bill would deny the right to advertise a lawful product, Mr. Link said.

In discussing the amount and type of self-policing that the advertising industry does, and the low percentage of bad advertising in general, Mr. Link referred to the AAAA plan known as the monthly "Interchange of Opinion on Objectionable Advertising." Agencies report each month to AAAA any advertising they consider objectionable. Acting as an intermediary, the AAAA notifies the agency involved that a complaint has been received. Although no pressure is brought to bear, Mr. Link stated, "this simple, low-pressure registering of views has brought improvement."

In 1955, he said, a total of 91 advertisements were criticized through this means. Not one was for alcoholic beverage advertising, he declared. In 1954 there were 10 criticisms of alcoholic beverage advertising, Mr. Link said, and in 1953, 14.

John Dwight Sullivan, general counsel, Advertising Federation of America, objected to the bill because, he said, it was punitive. "It would deny to particular industries rights enjoyed by every other lawful business and industry in the United States, the right to advertise one's product."

The bill, Mr. Sullivan averred, would conflict with the right to advertise any product which may be lawfully made and publicly sold. It would, he added, possibly violate the First Amendment prohibiting the Congress from making any law abridging freedom of speech or of the press.

He called attention to the lack of liquor advertising on radio or television and pointed to this as an indication that the advertising has the force and will to police itself.

The amount spent in advertising alcoholic beverages is "trivial," Mr. Sullivan said, "compared to the total of advertising lineage and expenditure in the United States."

Harold Fellows, NARTB president, opposed the bill on the ground that it would deny to radio and tv the advertising of products which are legal products of general availability and use.

The broadcasting industry, Mr. Fellows said, long ago voluntarily decided not to carry hard liquor advertising. In fact, he pointed out, broadcasters have gone beyond that. Rarely if ever, he said, does a television commercial show an individual tasting beer. This change has come about in the past two years, he said.

Complaints to the Television Code Review Board regarding the advertising of beer and wine on television have been "negligible", Mr. Fellows said.

Mr. Fellows submitted a 1953-54 survey of beer and wine advertising on radio and tv which showed that less than 3% of tv programs were sponsored by beer and wine advertisers and that the time consumed by such programs amounted to 3.07%. Beer and wine spot announcements amounted to only 3.53% of all spot announcements carried by tv stations, he said.

In radio, Mr. Fellows pointed out, only 1.62% of all programs were sponsored by beer and wine advertisers, with only 2% of total time devoted to such programs. Only 2.85% of all spot announcements were devoted to this type of advertising, he said, and this amounted to 0.3% of stations' total time.

Clinton M. Hester, Washington counsel, U. S. Brewers Foundation, said the bill violates the free speech and free press guaranties of the 1st Amendment; the due process clause of the 5th Amendment and the 21st (Repeal) Amendment.

He said the bill would impose prohibition on wet states as well as dry and would reduce beer sales 50%. "The prohibitionists want prohibition," he said, "they are not interested in moderation." He predicted the bill in time would destroy the brewing industry.

Mr. Hester said the brewing industry is pouring $2 billion annually into the national economy, paying $980 million in taxes and license fees, $350 million in wages and salaries, $275 million for agricultural products, $200 million for cans and bottles and several hundred million for other supplies and services.

He noted the failure of anti-alchohol advertising bills in the states of Washington and North Dakota in 1954 and 1955, respectively.

Mr. Hester said the U. S. Brewers Foundation has made a special effort to urge brewers to improve their advertising; to review their commercials and maintain them in good taste, and that brewers have given serious consideration to criticism and have taken corrective steps. Today, he said, beer advertising is in good taste, no longer irritating, consumes less time and does not interfere with the program. Drinking scenes have been eliminated from beer commercials, he said.

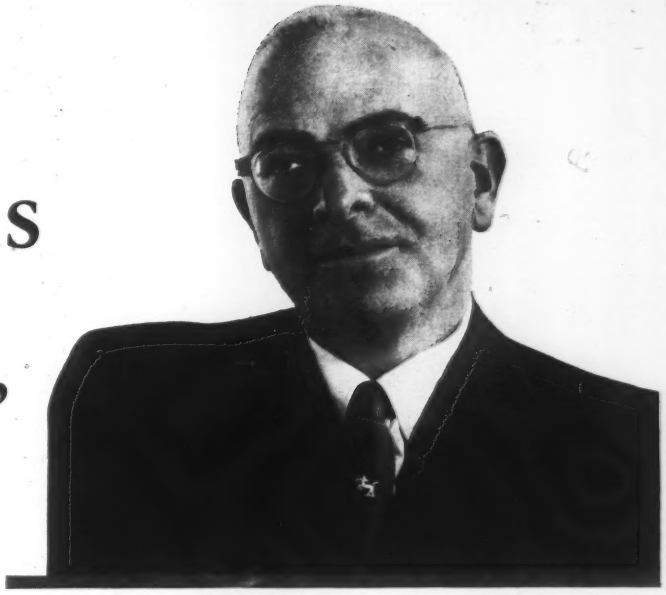
Among others who appeared or were scheduled in opposition to the bill, were:

Frank Braucher, president, Magazine Advertising Bureau Inc.; Norton B. Jackson, executive director, Point-of-Purchase Advertising Institute; Arthur P. Bondurant (Glenmore Distillers Co.), Distilled Spirits Institute; Joseph M. Treacy, National Licensed Beverage Assn.; Edward W. Wootton, U. S. Wine Industry; R. E. Joyce, vice president, Distilled Spirits Institute.

S. J. Musey, executive secretary, Texas State Council of Brewery Employees; Joseph E. Brady, coordinator of state councils, International Union of United Brewery, Flour, Cereal, Soft Drink & Distillery Workers of America, AFL-CIO; Bernard E. Esters *(Houlton* [Me.] *Pioneer-Times)*, chairman, Legislative Committee, National Editorial Assn.; Clarence L. Chapin, president, Repeal Associates Inc.; Arthur J. Packard, chairman, Governmental Affairs Committee, American Hotel Assn.

Joseph E. Kunz, Coopers International Union; George D. Riley, legislative representative, AFL-CIO; John E. O'Neill, general counsel, Brewers' Assn. of America; Abraham Tunick, Washington counsel, Wine & Spirits Wholesalers of America; Randolph W. Childs, executive director and counsel, Pennsylvania Alcoholic Beverage Study Inc.; Paul E. Maxwell, secretary, West Virginia Glass & Pottery Workers Protective League; E. S. Miller, general president, Hotel & Restaurant Employes & Bartenders International Union (AFL-CIO); Anthony J. Ferro, executive secretary, Council of Brewery, Soft Drink & Allied Industries Workers Inc., and M. O. Ryan, manager, American Hotel Assn.

"upholds the finest traditions of the fourth estate"



says **LAWRENCE VALENSTEIN**
President
Grey Advertising Agency

"If I were to pick a single feature out of Advertising Age's editorial program that appeals to me most strongly — and this is difficult to do because I am extremely enthusiastic about the entire editorial program — that single feature would be what I could only describe as editorial courage. This has become something of a diminishing quantity, I think, in the editorial field, and therefore I doubly appreciate the fearlessness which to my mind upholds the finest traditions of the fourth estate."

LAWRENCE VALENSTEIN

One hundred dollars plus an abundance of youthful exuberance and enthusiasm went into the founding of the Grey Advertising Agency by 18-year-old Lawrence Valenstein in 1917.

Today, Grey is a $30 million agency employing almost 400 people, housed in four and a half floors of the new, glittering, glass-fronted building at 430 Park Avenue.

Among its many and varied accounts, Grey lists Gruen Watch, RCA Victor, Mennen Baby Products and Women's Products, NBC, Chock Full O' Nuts, Emerson Radio & Television Sets, Firestone Foamex and Plastics, Necchi Sewing Machines, Van Heusen Shirts.

Week in and week out, when Monday morning rolls around, Advertising Age gets called on by most of the sales, advertising, and marketing executives who are important to you. Through the years, turning to Ad Age for up-to-the-minute news about advertising events, trends and developments has become a *weekly* work habit — not only with those who *activate* broadcast decisions, but with executives who *influence* market and media decisions.

For example, subscription records show that Grey Advertising Agency, where a radio-tv billing of $8,000,000 was placed in 1955, *56 subscription copies of AA are received each week.* Further, among the top 36 agencies representing $812,500,000 in radio-tv billings last year*, *AA averages over 75 copies per agency.*

Add to this AA's similar penetration of advertising agencies with a paid circulation of 8,448 each week, its weekly audience of top executives in major advertising companies, its total readership of 120,000 based on 32,000 paid subscriptions — and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way in 1956.

**Broadcasting-Telecasting 1955 Report*

Advertising Age
Outdoor Admen Told to Do More Research
Curious Studios Plan for 'Expedited' First Class Mail to Cost Se ns Ounces
Sarnoff Asks NBC Affiliates for Cooperation

ABC

ABP

NBP

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

We're

Not Being

KITTENISH

But—

It's Purr-ty Nice

To Be WELCOME In

90,000 HOMES

This Winter!!!

NBC Affiliate

WJHP-TV

ABC

Jacksonville, Fla.

FTC TELLS SEN. MAGNUSON COMMERCIALS WATCHED

Federal Trade Commission says it has examined 3,676 commercials in five-month period, but not ad libbed ones.

IN a five-month period, to Jan. 20, the Federal Trade Commission has examined 3,676 radio and tv commercials, an average of almost 25 a day.

But, FTC Chairman John W. Gwynne added in a letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, no attempt is made to monitor local stations. "For that reason," Mr. Gwynne stated, "advertising that is 'ad libbed' would not come to our attention."

The FTC chairman's letter was in response to an inquiry by Sen. Magnuson regarding alleged "false and fraudulent" advertising on the air. It arose two weeks ago at the start of the Senate Committee's hearing on television [B•T, Feb. 13]. Airing their unhappiness with radio commercials were Sens. Magnuson, A. S. Mike Monroney (D-Okla.) and John O. Pastore (D-R. I.).

Mr. Gwynne said in his letter that the FTC requests and receives written continuities of all radio and tv advertising originating on local stations for one selected 24-hour period every three months. The networks, Mr. Gwynne said, voluntarily forward to the FTC written transcripts of all advertising messages for a selected eight-day period, once a month.

Advertising on film or transcriptions is not required to be sent in to the agency, the FTC chairman said. Instead, the FTC asks for a list of sponsors, products and advertising agencies. "If it appears that some sponsor, product or agency is involved with which the Commission is already concerned, a request is made for the transcripts," the letter said.

In addition, Mr. Gwynne said, all continuities submitted are examined by attorneys and when any appear to warrant further action they are referred to FTC's Bureau of Investigation or the responsible department. This applies also to all complaints of false and misleading advertising received from the public or competitors, Mr. Gwynne said.

"When an investigation is instituted in any case we do not rely entirely on the submittals by the radio and television station but obtain all the relevant advertising material either from the advertiser itself or other sources," the FTC chairman said.

Enclosed with the letter were documents relating to six Washington, D. C., cases involving false or misleading advertising on radio or tv.

Losing Bidders Challenge Knoxville Ch. 10 Grant

THE FCC grant of ch. 10 Knoxville, Tenn., to WBIR there [AT DEADLINE, Jan. 16], was attacked on two fronts last week by losing applicants for that channel. Scripps-Howard Radio Inc. (WNOX Knoxville) asked the FCC to reconsider and set aside the WBIR grant and award the channel to WNOX. Meanwhile, Tennessee Tv Inc., claiming it should have been preferred in the three-way contest, asked the U. S. Court of Appeals to nullify the Knoxville grant and remand the applications to the Commission for further hearing.

The FCC decision misapplied the diversification principle, Scripps-Howard said, by considering media interest on a nationwide basis rather than considering the degree of control in the community which is the subject of the applications. The FCC erred and acted contrary to its recent decisions by failing to find WBIR's alleged superiority in the diversification area was overcome by Scripps-Howard's superiority in broadcast experience and better programming, Scripps-Howard said.

Tennessee Television's court appeal charged that the FCC's decision was inconsistent with findings that Tennessee Tv was superior to WBIR in areas of local ownership, civic participation and diversification. Tennessee Tv, which has no media interests, said the FCC reasoning penalizes a newcomer and gives a preference to an applicant who already is a broadcast licensee.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.

AWAITING ORAL ARGUMENT: 9

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Ownesboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 12

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N. Y., ch. 18; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5.

U. S. Mobilization Pool To Include Radio-Tv Men

FEDERAL MACHINERY to set up a nationwide pool of trained executives, including radio and tv management and technical specialists, is being prepared by the Office of Defense Mobilization under an executive order signed Thursday by President Eisenhower.

ODM is expected to supply federal agencies such as the FCC with uniform rules within a fortnight. These rules will cover recruiting of an executive reserve force. These executive reservists will serve on a voluntary basis, with consent of their employers, and will be given periodic training for government posts.

While ODM is not ready to state what federal agencies will be affected, it was assumed the FCC and Defense Department in particular will draw on broadcast executives for trained manpower in case of mobilization. Many federal agencies have done some preliminary planning. Any federal censorship unit that might be set up would fill some of its key posts with broadcast executives.

Dr. Arthur S. Flemming, director of ODM, has been conducting a pilot program based on a group of 40 executives. This study has been used to test practicability of the idea.

Each federal agency will determine what executive talent it needs in case of emergency and will do its own recruiting. Some federal agencies are understood to be ready to set up recruiting machinery within a few days.

Report Says Dark KTVQ (TV) May Get Chance at Educ. Ch.

REPORT was circulated last week that Oklahoma Educational Tv Authority (OETA), permittee of ch. 11 KOED-TV Tulsa, proposed educational station, no longer is opposed to interim use of that vhf facility by now dark KTVQ (TV) Oklahoma City, ch. 25 commercial outlet.

KTVQ, which went off the air Dec. 15 under court order and after continuing financial losses, made a "last ditch" attempt to stay in business by requesting FCC authority to use the unused Tulsa educational channel [B•T, Dec. 19, 1955]. The channel-switch proposal was opposed by OETA, Joint Committee on Educational Tv and other educatonal groups, but received favorable response from other interests, including Oklahoma Gov. Raymond A. Gary, who said he was interested in keeping KTVQ in operation. Only a fortnight ago the FCC denied KTVQ's request.

Contacted at Norman, Okla., John Dunn, OETA director, would neither confirm nor deny that the Authority had experienced a change of heart in the KTVQ matter. He refused to comment on a persistent report that the Authority, which is said to have unanimously voted to protest KTVQ's proposed move, had since relaxed its stand and adopted a resolution not to file opposition if KTVQ renews its request. The reported resolution was said to be "qualified," which was taken to mean that KTVQ's Tulsa tenure, assuming the channel-loan agreement were approved by the FCC, will expire when KOED-TV is ready to utilize the channel.

Mr. Dunn left no doubt that the authority has definite plans to put KOED-TV in operation at the earliest possible date. Equipment has been purchased and construction is underway, he said. The only thing blocking KOED-TV's go-ahead, he stated, was a lack of necessary funds. Mr. Dunn said that educational ch. 13 KETA (TV) Oklahoma City, also licensed to OETA, is being readied for an April 1 target date.

In its petition to use the Tulsa facility, KTVQ said it was prepared to relinquish the channel as soon as OETA had obtained operating funds. A KTVQ spokesman said then that the educational group wouldn't be able to raise the necessary money until 1957 when the legislature again meets.

Meanwhile, a source close to KTVQ intimated that in light of the reported change in OETA's thinking, the Oklahoma City uhf station may renew its request to shift to the inactive Tulsa channel until the educational station is ready to commence operation. It was hinted that such a petition may be filed this week.

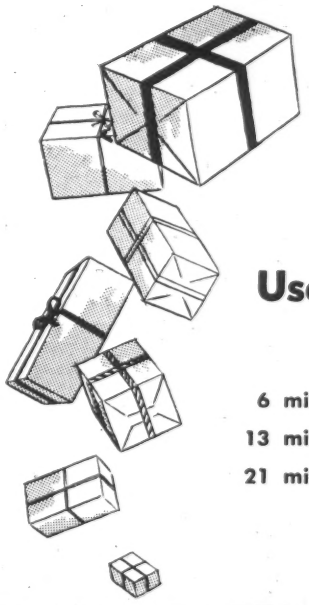
Bar Assn. Recommends New Federal Legal Unit

ESTABLISHMENT of an Office of Administrative Procedure and Legal Services—to coordinate federal agencies' procedures, consolidate the appointment and assignment of hearing commissioners (hearing examiners), and recruit and select attorneys for the government—has been recommended by a special committee of the American Bar Assn.

Assaying recommendations of the 1953-55 Hoover Commission, the ABA Special Committee on Legal Services and Procedures has submitted its recommendations for action by the ABA's House of Delegates meeting in Chicago beginning today.

The special 13-man ABA committee was chairmaned by Washington attorney Ashley

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



PACKAGE BUYER?

Use WDBJ's 6-13-21 Plan!

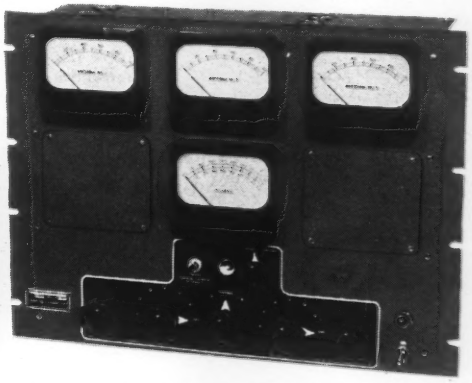
	Class "A"	Class "B"
6 minutes weekly	$ 63.00	$ 45.00
13 minutes weekly	117.00	78.00
21 minutes weekly	168.00	115.00

Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

KXLA WEAV KGHM KMYR WKMH KGAK WHKY WEBK KRAI CKEN KHUM WDIX WBNX WRUN WCTA WCBI WINX WBRD WGMS WCED WCHV WAYE WGSA WIBG KPMC WDAS WMIR WMAL KIOA KURV WXIW WHLM KNOX WMYR WFIG WTTM KQV KATZ KCHJ WTAQ WPON KELP KOGL WOKE WTAG KSPC WMAY WMIC KBEC WGGH CKMR WEMP KWEW

NEMS-CLARKE MODEL 108 PHASE METER



The Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

NEMS • CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
Write Dept. F-1 for further information

HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA

AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co. Inc
299 ATLANTIC AVE BOSTON, MASS

Sellers. Among its members was Donald C. Beelar, associated with Kirkland, Fleming, Green, Martin & Ellis.

The committee also suggested that the philosophy of separation of functions, which is mandatory in adjudicatory cases, be extended also to rule-making proceedings.

The ABA committee's recommendations differ in some respects with those of the Hoover Commission [B•T, April 11, 1955], but generally follow along the same lines.

Fresno Tv Grant Stay Sought in Appeals Court

ARGUMENT on the request of KARM Fresno, Calif., that the FCC's grant of ch. 12 Fresno to KFRE that city [B•T, Jan. 16] be stayed was heard last Thursday by a three-judge U. S. Court of Appeals panel in Washington.

KARM claimed that unless the stay was granted, KFRE would build its ch. 12 facility and begin operating with an expenditure of almost $800,000 for construction and $700,000 for first year's operating costs. This would make it difficult to "unscramble the egg," KARM said, if the court was to find that its appeal had merit and order the FCC to reopen the case.

KARM claimed that the Commission erred in refusing to permit it to question the financial qualifications of KFRE, that the vote was illegal in that two commissioners voted without participating in the oral argument.

The argument on the stay petition was heard by Circuit Judges G. Barrett Prettyman, John A. Danaher and Charles Fahy. Duke M. Patrick represented KARM, Edward W. Hautanen, the FCC, and Harold Cohen, KFRE.

A second appeal against the Fresno decision was made to the same court last week by ch. 47 KJEO (TV) Fresno.

The uhf station claimed that the Commission's vote was not made on a determination of the comparative merits of the two applicants, but only to break an impasse. It referred to the fact that Comr. Robert E. Lee changed his vote to give the winning applicant a majority of the seven-man commission. Mr. Lee had been in favor of KARM. Voting in favor of KFRE were four commissioners; in favor of KARM Fresno, the losing applicant, one commissioner. Comrs. Rosel H. Hyde and Robert T. Bartley, in voting for neither applicant, continued their position that no vhf grants should be made in potential deintermixture areas until the Commission completes its allocation proceeding.

KJEO also claimed that the Commission turned down without a hearing its petition asking that action on Fresno's ch. 12 be held up until the allocation proceeding was completed, or that it be given authority to enter the vhf hearing. It also questioned the reasons for making the grant "to bring a needed service to Fresno." Fresno does not require an additional service, KJEO said, pointing to the two existing outlets in operation there—itself and ch. 24 KMJ-TV.

Victoria, Tex., Uhf Sought

AN APPLICATION for a new commercial uhf tv station on ch. 19 at Victoria, Tex., was filed last week by O. L. Nelms, doing business as the Victoria Tv Co. Mr. Nelms, who has extensive real estate holdings as well as other business interests, proposes effective radiated power of 0.5 kw visual, 0.16 aural and antenna height of 305 ft. above average terrain.

The proposed station will be equipped by Commercial Electric Corp. of Dallas, that firm also serving as consultant. Construction costs were estimated at $67,635; first year operating cost, $84,000; revenue, $120,000.

Senate Committee Passes Buck On Broadcast License Fees

THE Senate Government Operations Committee has passed the buck back to the Senate Interstate & Foreign Commerce Committee on the matter of fees for FCC licenses to broadcasters.

In a report on S Res 140, introduced last summer by Senate Commerce Chairman Warren G. Magnuson (D-Wash.) and which asked the Government Operations Committee to study the practicability of fees for licenses, the GOC said such fees should be considered by the "respective jurisdictional committees"; i.e., the Senate committees, such as the Commerce Committee, having jurisdiction over the various government agencies.

The report noted that while some agencies have established revised fee programs, others, including the FCC, have delayed them pending clarification of their authority to establish fees. The report appended a letter, dated Nov. 14, 1955, from FCC Chairman George C. McConnaughey saying the Commission does not plan to proceed with its 1954 rulemaking setting up a fee schedule for radio-tv broadcast and other license applications "pending further advice from the Congress or the Bureau of the Budget."

The FCC's 1954 rulemaking had been inaugurated as a result of a circular issued Nov. 5, 1953, by the Bureau of the Budget, asking the FCC and other agencies to set up fee schedules.

FCC Denies Stay Appeal Against Madison Ch. 3

REQUEST by Badger Tv Co., asking the FCC to stay its grant of ch. 3 Madison, Wis., to Radio Wisconsin Inc. (WISC), was denied by the Commission last week. Badger, competing applicant for the Madison channel, prevailed in an FCC hearing examiner's initial decision, but lost out last December when the FCC overturned the examiner's ruling and awarded the grant to WISC [B•T, Dec. 19].

In order to support a petition for a stay, the FCC said the petition must show it will suffer prejudice if a stay is not granted and that refusal of the stay will cause the public as well as the petitioner irreparable injury. Badger failed in both respects, the FCC held. The FCC vote was 4 to 0, Comrs. Hyde and Bartley abstaining, Comr. Mack not participating. Comrs. Hyde and Bartley dissented in the Madison decision, vigorously opposing any grant in an area proposed for deintermixture.

WFNM Protest Withdrawn

REQUEST of WFNM De Funiak Springs, Fla., to withdraw its protest to a new am grant (WDSP) for that city has been granted by the FCC. The WDSP grant, for 1280 kc, 5 kw day, was awarded last November to W. D. Douglass, but the grant was stayed and set for hearing by the Commission following a protest by WFNM. WFNM, which among other things alleged the grant would cause it economic injury, was made a party to the hearing and assigned the burden of proof.

Late last month WFNM asked for permission to withdraw from the proceeding, saying it did not feel it was financially able to bear the expenses involved in prosecuting its case. In granting WFNM's request, the FCC made Mr. Douglass' grant effective immediately.

NETWORK RADIO'S NEW CONCEPTS LAUDED

CBS' Howard G. Barnes and NBC's William F. Fairbanks tell merits of current programming and selling in talks before New York seminar of Radio & Television Executives Society.

NETWORK RADIO's new programming and selling concepts—as employed by CBS Radio in its segmented plans and NBC Radio in its *Monitor-Weekday* participations—featured last Tuesday's timebuying and selling seminar held in New York by the Radio & Television Executives Society.

Speakers were Howard G. Barnes, vice president in charge of network programs, CBS Radio, and William F. Fairbanks, national sales manager, NBC Radio. In his talk, Mr. Fairbanks stressed increased station compensation among affiliates because of *Monitor*.

Both men acknowledged that there still are problems. Mr. Fairbanks said NBC Radio is concerning itself with "what direction *Weekday* should take." He said that "ratings of the program have not been depressing, but we must learn more about the housewife's radio listening habits." *Weekday* is programmed Monday through Friday.

Mr. Barnes said CBS Radio is meeting the problem of station clearance by offering strong programming—"the kind the stations will accept in their schedules, sustaining or commercial." Another challenge, he said, is how to convince the advertiser who feels he has little left for radio after paying his tv bills.

The latter problems, Mr. Barnes said, is being attacked by CBS Radio with offers to the advertiser of segmentation and program unit purchases, permitting him to buy into "high-rated, audience-pulling shows with a high degree of station acceptance for a fraction of his television costs or of his old-time radio costs." Penetration, he said, can be obtained via repeated impressions for supplementing tv advertising or as a total broadcast campaign.

"Our problem here is to convince you timebuyers that not only is there life in the old medium yet, but that it's a healthy and a going concern," Mr. Barnes said.

The important function of radio is entertainment, Mr. Barnes said, explaining that from this concept CBS Radio has built its current precept of the "big name" in its shows. He said the network is "holding the line" in offering favorite shows at specific time periods at night and during the day with its personality shows. He said CBS Radio also makes use of the medium's "immediacy"—being on the scene when disaster or some other news event is fast-breaking.

On NBC Radio, the advertiser can buy one-minute participations in high-rated shows (Top Ten Plan), one-minute, 30-second and six-second participations on *Monitor* and similarly on *Weekday*, and individual programs (weekly or multi-weekly) in offerings ranging from the five-minute newscast to a one-hour symphony broadcast, Mr. Fairbanks said.

After outlining the programming that has been on *Monitor*, since that service's inception last June, and on *Weekday*, on the air since last November, Mr. Fairbanks presented audience figures and advertising rates.

Mr. Fairbanks said that *Monitor*'s primary option time now consists of 10 a.m.-noon on Saturday, and the periods 3-6 p.m. and 7:30-10:30 p.m. on Saturday and Sunday. Costs (time and talent) are a maximum of $1,059 and a minimum of $759 for one minute, $3,176 and $2,276 for four 30-second participations or for 10 six-second buys. Clearance is from 132 to 174 stations with an average audience of about 550,000 homes per average minute. Ten announcements on a single weekend have a cumulative audience of 3.2 million homes, he said.

Mr. Fairbanks said that last year, 29 national advertisers participated in *Monitor*, representing nearly $2.5 million in billings. He said that in the summer months, 80% of the network positions were sold out, and that in weekend time, "marginal in radio for several years," NBC Radio was "running over $1 million net for the quarter—ten times as much as all other weekend business—more dollar volume than all the networks put together, as far as the weekend is concerned."

He said that NBC's affiliates "benefited immediately" from *Monitor*: "station compensation increased 10 times over what it was for the typical weekend before *Monitor* started. The increased compensation caused by *Monitor* alone was the equivalent of 22 daytime half-hours."

Mr. Fairbanks also claimed that stations owned and operated by NBC doubled weekend business because of *Monitor*, with half of the new business in national spot. Picking WRC Washington to illustrate his point, Mr. Fairbanks said that station's total monthly compensation went up 29% in July 1955 over July 1954—". . . without *Monitor*, its compensation had been projected to go *down* 34% from the previous year. . . . Looking at weekend compensation alone, the station's compensation in July was 22 times as great as it would have been if there were no weekend *Monitor* last July." He said that national and local spot sales on WRC jumped from 20% of availabilities before, to 66% after *Monitor*. Cited also by Mr. Fairbanks were increases in cumulative ratings for weekend time periods on the station.

FCC Comr. Robert E. Lee is slated to talk before the group at tomorrow's (Tuesday) session.

Let's Face The Facts!
FARM LIVESTOCK INCOME IN THE KFAB AREA—OVER A BILLION AND A QUARTER DOLLARS LAST YEAR!
When you want to reach the farmer, it's time to "Face the Facts" with Lloyd Oliver . . . KFAB's Farm Field Director. Lloyd is an "old hand" in this business of farming and is qualified to talk about the farmers' problems. He is a favorite with advertisers as well as listeners. He presents farm news as he sees it, and he's close to the Omaha livestock market — the world's largest!
Nebraska is the capitol of the livestock and meatpacking industry. Nebraska is number one in agriculture and KFAB is the number one farm station serving this market.
If you have a message to tell the farmers . . . "face the facts" with a Free & Peters man and find out what Lloyd Oliver can do for you. Or check with General Manager Harry Burke, who has all the answers on this number one farm medium and market.
OMAHA NBC RADIO

WASHINGTON HOSTS STATE ASSN. HEADS

Representatives of 43 states gather for NARTB's first meeting of state presidents, starting today.

FORTY-THREE state broadcaster associations will participate this week in NARTB's first roundup of state presidents, with a headquarters open-house today (Monday) as the opening feature of a three-day program. The meeting was described by NARTB President Harold E. Fellows as "an informational exchange for state associations on common problems of importance to the industry."

A general meeting of the presidents will be held Tuesday, according to Howard H. Bell, assistant to Mr. Fellows and NARTB's state association coordinator in charge of the three-day event. President Fellows will open the program with a talk, "The Common Goal," with Mr. Bell discussing "Tinker to Evers—and Nothing to Chance!" Joseph M. Sitrick, NARTB information-publicity manager, will review the 1956 political campaign situation; Walter J. Teich, KOEL Olwein, Iowa, will discuss taxes; J. Maxim Ryder, WBRY Waterbury, Conn., will explain the status of state libel laws, and Elroy McCaw, KTVW (TV) Tacoma, Wash., will speak on alcoholic beverage legislation.

FCC Chairman George C. McConnaughey will deliver the Tuesday luncheon address. Mr. Fellows will open the afternoon session with a discussion of the Voice of Democracy contest. Conelrad problems will be covered by A. Prose Walker, NARTB engineering manager. Closing the day's program will be a three-hour stateside forum, with Mr. Fellows as moderator. All delegates will have a chance to exchange information and experiences on topics of common concern.

Main event on the Wednesday schedule is participation in the annual Voice of Democracy awards luncheon.

State presidents, or their alternates, taking part in the conferences are:

Richard Biddle, WOWL Florence, Ala.; Lee Little, KTUC Tucson, Ariz.; Melvin Spann, KWAK Stuttgart, Ark.; George Greves, KRCA (TV) Hollywood, Calif.; Elwood Meyer, KYOU Greeley, Colo.; J. Maxim Ryder, WBRY Waterbury, Conn.; Harold P. Danforth, WDBO Orlando, Fla.; Glenn C. Jackson, WAGA Atlanta, Ga.; Clair Hull, KCID Caldwell, Idaho; Joseph S. Bonansinga, WGEM Quincy, Ill.; Edward G. Thoms, WKJG Fort Wayne, Ind.; Walter J. Teich, KOEL; Robert Wells, KIUL Garden City, Kan.; Hugh O. Potter, WOMI Owensboro, Ky.

Robert Earle, WIBR Baton Rouge, La.; Melvin L. Stone, WRUM Rumford, Me.; William H. Paulsgrove, WJEJ Hagerstown, Md.-D. C.; Harvey Struthers, WEEI Boston, Mass.; Carl Lee, WKZO Kalamazoo, Mich.; Ray Butterfield, WLOX Biloxi, Miss.; C. L. Thomas, KXOK St. Louis, Mo.; Gene Ackerley, KCOW Alliance, Neb.; Frank B. Estes, WKNE Keene, N. H.; Gordon Giffen, WKDN Camden, N. J.; Michael R. Hanna, WHCU Ithaca, N. Y.; W. Lloyd Hawkins, KRTN Raton, N. M.; Allen Wannamaker, WBIG Greensboro, N. C.; Jack Dunn, WDAY Fargo, N. D.

Herbert E. Evans, Peoples Broadcasting Corp., Columbus, Ohio; Leo R. Morris, KSWO Lawton, Okla.; Paul Waldon, KODL The Dalles, Ore.; Thomas B. Price, WBVP Beaver Falls, Pa.; H. William Koster, WEAN Providence, R. I.; James F. Coggins, WKDK Newberry, S. C.; R. V. Eppel, KORN Mitchell, S. D.; F. H. Corbett, WGAP Maryville, Tenn.; Willard Deason, KVET Austin, Tex.; George C. Hatch, KALL Salt Lake City, Utah; A. E. Spokes, WJOY Burlington, Vt.; John L. Cole, Jr., WHLF South Boston, Va.; Mr. McCaw; Paul J. Miller, WWVA Wheeling, W. Va., and Ben Hovel, WKOW Madison, Wis.

NCAA Gives Big Ten Tv Schedule Relief

THE BIG TEN Conference apparently has emerged victorious in its fight to relieve some of the controversial "pressure areas" in regional football telecasts, judging from the blueprint drawn by the National Collegiate Athletic Assn. last week for submission to its membership.

Otherwise, the 1956 football tv control plan recommended by NCAA is "virtually identical" to last year's providing for eight national and five regional or district television dates.

The new Tv Committee met in Chicago Feb. 13-15 and the NCAA announced the plan out of its Kansas City headquarters Thursday.

Under the 1956 schedule, which will be mailed to NCAA members today (Monday) or tomorrow, and put to a mail referendum vote, Iowa (with Iowa State U. and U. of Iowa) and other areas become "swing states," with regional telecasts of their games to be made available throughout those states instead of being confined by district peripheries.

This is designed to avoid certain "incidents" of the kind that precipitated criticism by broadcasters and the public last fall. Thus, clashes will be avoided between the U. of Iowa, which resides in Dist. 5 but is affiliated by Big Ten membership with Dist. 4, and Iowa State U., a member of Dist. 5 (geographically and by membership in the Big Seven Conference). The U. of Colorado, U. S. Naval Academy and other schools also will benefit from this flexible rule, it was believed.

Under 1955 NCAA rules, KRNT-TV Des Moines was forbidden to carry (but carried anyway) the Iowa-Minnesota game Nov. 5, 1955, because Iowa State U. was playing at home [B•T, Nov. 21, 14, 1955].

Four national dates set by the NCAA thus far are Sept. 22, Oct. 6, Nov. 22 (Thanksgiving Day) and Dec. 1. Sponsors will exercise the right to choose the remaining four dates. The NCAA Tv Committee will convene again in the next two weeks to award contract rights and the winners of these rights must choose the remaining four dates within a week. Five other dates will then be tabbed for regional telecasts, with member schools handling their own arrangements.

In 1955 NBC-TV won the national rights and CBS-TV came up with Big Ten and other regional commitments.

The recommended 1956 plan also provides for continuation of the limited appearance rule —one national and one regional or two regional dates for each school participating. The plan contains "home sellout" provisions similar to those in effect last year when, in some instances, games were televised in the home area of competing teams.

NCAA members must file their ballots by midnight March 2. Approval of two-thirds of those voting is required for final sanction of the program, the principle of which was approved on the floor of the NCAA national convention early this year [B•T, Jan. 16]. Hearings were held for interested parties in New York several weeks ago.

NARTB Committees Set Meeting Agenda

PROGRAM for the 10th annual Broadcast Engineering Conference, to be held during the NARTB Chicago convention April 15-19, was completed Wednesday by a special committee headed by Willard J. Purcell, WGY Schenectady, N. Y. The program committee reviewed the list of speakers and topics along with arrangements for the conference, the principal roundup of broadcast technical progress.

Attending the meeting were Raymond F. Guy, NBC; Phil Hedrick, WSJS Winston-Salem, N. C.; T. C. Kenney, KDKA Pittsburgh; William B. Lodge, CBS; C. G. Nopper, WMAR-TV Baltimore; Orrin W. Towner, WHAS Louisville, and E. K. Jett, WMAR-TV, liaison. Participating for NARTB were Prose Walker, engineering manager, and George Bartlett, assistant manager.

NARTB's convention committee meets Thursday in Washington to work on plans for the management sessions. Both management and technical conferences will be held at the Conrad Hilton Hotel. Progress reports will be submitted to the committee by the NARTB staff. Co-chairmen of the group are Campbell Arnoux, WTAR-TV Norfolk, Va., and E. K. Hartenbower, KCMO Kansas City.

Besides Messrs. Arnoux and Hartenbower, convention committee members are H. Leslie Atlass, WBBM-TV Chicago; Henry B. Clay, KWKH Shreveport, La.; Jules Herbuveaux, WNBQ (TV) Chicago; William Holm, WLPO LaSalle, Ill.; Mr. Jett; Clair R. McCollough, Steinman Stations; Sterling C. Quinlan, WBKB (TV) Chicago; Frank P. Schreiber, WGN Chicago; Glenn Snyder, WLS Chicago, and Edward A. Wheeler, WEAW-FM Evanston, Ill.

Convention keynote speaker will be Robert E. Kintner, president of ABC radio and tv networks [B•T, Feb. 13].

PROGRAM PLANNERS for NARTB's Engineering Conference during the NARTB Chicago convention April 15-19 approved the agenda at a Wednesday meeting in Washington. L to r: T. C. Kenney, KDKA Pittsburgh; Orrin W. Towner, WHAS Louisville; William B. Lodge, CBS; A. Prose Walker, NARTB; E. K. Jett, WMAR-TV Baltimore; Willard J. Purcell, WGY Schenectady, N. Y., chairman; Raymond F. Guy, NBC; Phil Hedrick, WSJS Winston-Salem, N. C., and C. G. Nopper, WMAR-TV.

N. Y. Session Outlines Distaff Contributions

CONTRIBUTIONS OF WOMEN to the broadcasting industry were stressed in several speeches at an all-day workshop of the New York chapter of American Women in Radio and Television held Feb. 4 at the Savoy-Plaza Hotel in New York. Attendance was estimated at 200.

This theme was explored in the luncheon speech by Gail Smith, associate producer of radio and television programming and media for the Procter & Gamble Co., and echoed by Rodney Erickson, vice president, Young & Rubicam. They made the point that women have made their mark in all areas of the radio-tv field, and have been particularly successful in the creative side of the industry.

Mr. Smith said that women have added to the stature of radio-tv by their contributions in copy, programming, media work, and account handling. He noted that two television programs—*The Loretta Young Show* and *Fireside Theatre*—are produced by women, and pointed to Irna Phillips and Elaine Carrington as "writers who have been major reasons for the success of the daytime serial in broadcasting."

Unemployed talent should "get aboard radio" or concentrate on television commercials, Mr. Smith recommended.

Mr. Erickson paid tribute to local radio and television as the spawning ground for talent in all phases of the industry. He said networks and agencies "like to develop local talent," adding that "the Betty Furness and Godfrey of tomorrow must come from the local level."

Frederick H. Garrigus, manager of the NARTB's Organizational Services Department, described the function of his department to the AWRT. He said in order to insure preservation of the American system of broadcasting, ever larger segments of the economy must become involved—and educated—in the business of broadcasting. With this goal in mind, he said, his department concerns itself with dozens of groups whose influence and interest are related to mass media of communications. He called on AWRT members for help in this field on the local level.

Ralph W. Hardy, CBS Washington vice president, said "broadcasting is in for a long season of investigation and study by federal government agencies." He cited the present FCC network study and Senate radio-tv inquiry as examples. "All of us in the industry must be prepared to answer searching questions about our concepts and procedures in serving the public," he said.

Other speakers at the workshop were Mary Harris, manager, radio and television productions, McCann-Erickson, and Helen Hall, roving reporter for NBC Radio's *Monitor* and *Weekday*.

Western Conference to Have Panels, Closed Circuit Video

PANEL DISCUSSIONS and closed circuit tv demonstrations will highlight the ninth annual Western Radio & Televison Conference in San Francisco Feb. 23-25, according to Bill Dempsey, program manager of KPIX (TV) San Francisco and co-chairman of the conference's program committee. The conference is designed for those having "an interest in educational and public service aspects of broadcasting . . ."

Dr. J. Paul Leonard, president of San Francisco State College, and Ray Wittcoff, board member of KETC (TV) St. Louis, educational station, will be principal speakers. Panel members will include William Winter, KPIX (TV) news analyst; James Abbe, *Oakland,* (Calif.) *Tribune* tv columnist; Henry Leff, radio-tv director of San Francisco City College; Paul Speegle, *San Francisco News* tv columnist, and Sue Burnett, education producer for KPIX (TV).

Washington State Assn. Names Murphy To Post

RONALD A. MURPHY, associated with the law firm of Weter, Roberts and Shefelman, Seattle, Wash., has been named managing director and counsel of the Washington State Assn. of Broadcasters, it was announced last week by J. Elroy McCaw, association president.

MR. MURPHY

While attending Stanford U. School of Law, Mr. Murphy served on the board of editors of the Stanford Law Review, held academic scholarships for five years, and was awarded the Rockefeller Foundation jurisprudence award.

In 1950 and again in 1953 he was an announcer and salesman for KIT in Yakima, Wash.

Philadelphia Broadcasters Name Marshall Director

THE 13 member stations of the Philadelphia Radio & Television Broadcasters Assn. have appointed Austin Marshall as the organization's first executive director with new headquarters at 215 S. Broad St., Philadelphia. His appointment was announced by William B. Caskey, PRTBA's newly-elected president and vice president - general manager of WPEN.

MR. MARSHALL

A graduate of the U. of Pennsylvania, Mr. Marshall moves from New York, where he served in creative planning and client contact for Prince & Co.

Washington Pioneers Organize

THE Washington chapter of Radio Pioneers will hold an organizational luncheon meeting today (Monday) at noon in the Willard Hotel, according to Frank Fletcher, attorney and organizer of the Washington club. Any person with 20 years association in the radio industry is eligible for membership. Radio Pioneers chapters have already been formed in New York, Texas and Hawaii.

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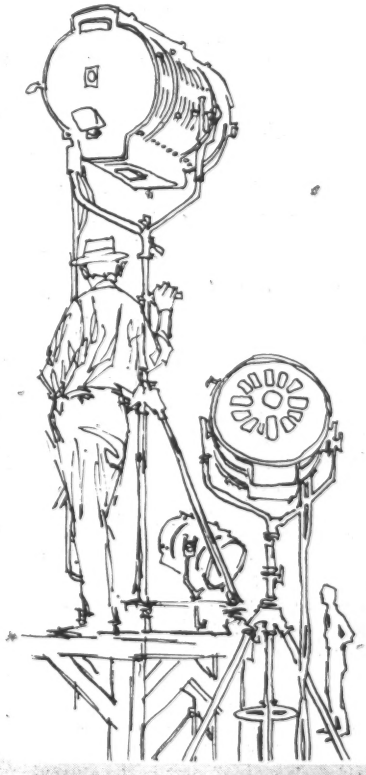

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NARTB SETS SURVEY ON MUSIC LICENSING

Nationwide poll of radio, tv stations by association's copyright committee designed to provide a complete picture of royalty practices, types of contracts and related data.

A NATIONWIDE SURVEY of all radio and tv stations will be conducted by the National Assn. of Radio & Television Broadcasters to develop a reservoir of information on the industry's music licensing practices. This study, ordered last Tuesday by the NARTB Copyright Committee, will provide a complete picture of royalty practices, types of contracts and related data.

Joseph McDonald, NBC, chairman of the committee, said the copyright problem is becoming increasingly important and the survey is needed to provide a background for future committee work.

While the NARTB report on the committee's meeting did not mention ASCAP negotiations, it was assumed the survey will be helpful in connection with tv contracts expiring at the end of 1957 and radio contracts expiring a year later.

A 1952 pamphlet, "The Broadcaster's Copyright Primer," will be revised by the association, according to Robert L. Heald, NARTB chief attorney. A draft will be submitted to the committee in the near future.

Vincent Wasilewski, NARTB government relations manager, reported on the status of the Rome Draft convention covering protection of performers, manufacturers of phonograph records and broadcasting organizations. This proposed treaty includes, for example, a requirement that broadcasters obtain specific permission from the manufacturer before performing a record.

Attending the Tuesday meeting, besides the chairman, were C. Wallace Martin, WMSC Columbia, S. C.; A. J. Mosby, KGVO Missoula, Mont.; J. J. Bernard, WGR-TV Buffalo, and Leonard H. Higgins, KTNT-TV Tacoma, Wash. Excused were Cy Bahakel, WKOZ Kosciusko, Miss.; Cy Casper, WBBZ Ponca City, Okla.; Martin L. Leich, WGBF Evansville, Ind.; James H. Moore, WSLS Roanoke, Va., and Karl O. Wyler, KTSM-TV El Paso, Texas.

Participating for NARTB were President Harold E. Fellows; Thad H. Brown Jr., tv vice president; John F. Meagher, radio vice president; Walter R. Powell Jr., attorney; Joseph M. Sitrick, information-publicity manager, and Messrs. Heald and Wasilewski.

Radio's Prowess Stressed In RAB Tilt Ending March 15

RADIO Advertising Bureau last week set March 15 as the deadline for its 800-plus member station 1955 Radio Gets Results contest entries. Final winners will be announced in April. The annual, all-radio competition, established in 1953, recognizes the most effective and successful use of local radio by local advertisers.

RAB member stations have been asked to submit 1955 case histories on sales and results—through radio—to RAB, which will judge them on actual results for the advertiser and in various categories. These include: apparel, drug and grocery, automotive, furniture, and floor coverings and appliances.

Radio stations submitting the first, second and third-place winning entries in each of ten different business classifications will receive wall placques as prizes with an added incentive of a special award going to the account executive submitting the first-place award entry.

RAB said stations can show results in terms of specific sales gains since the inception of radio advertising, traceable item sales, the client's better competitive position, sponsor testimonials, and radio budget gains.

NARTB's Barton Succeeds Treynor

JACK L. BARTON, NARTB field representative for more than three years, has been named manager of station relations by President Harold E. Fellows. He succeeds William K. Treynor, who has resigned to join TelePrompTer Corp., New York, as station sales manager [CLOSED CIRCUIT, Feb. 6].

Mr. Treynor's appointment was announced by Herbert W. Hobler, TelePrompTer vice president in charge of sales. He will headquarter in New York. He joined NARTB in December 1950 as assistant manager of the station relations department. After two years he was transferred to the West Coast and was promoted to the managership in February 1953. During his NARTB career he contacted broadcasters in all states and was active in handling arrangements for the annual district and regional meetings. His pre-NARTB experience included service at WOL Washington and the former WOIC (TV) Washington, now WTOP-TV.

MR. TREYNOR

MR. BARTON

Mr. Barton was promoted to assistant manager of station relations two years ago. He entered radio at WTOC Savannah, Ga., in 1938 and served at WFRP that city and WPDQ Jacksonville, Fla. He was with Capitol Records and Capitol Transcriptions seven years.

Student Democracy Spokesmen To Pick Up National Awards

FOUR national winners of the 1955-56 Voice of Democracy contest will receive $500 scholarships, tv sets and trips to Washington and Philadelphia during the current week. Awards will be presented at a luncheon Wednesday at the Shoreham Hotel, Washington.

The four winners will be presented the Almanac Medal of the Poor Richard Club in Philadelphia in connection with the 250th anniversary celebration of Benjamin Franklin. The four are Jan Hogendorn, Oskaloosa, Iowa; Gabriel Kajeckas, Washington; Dennis P. Longwell, Herrin, Ill., and Isabel Marcus, Teaneck, N. J.

Sponsors of the annual contest are NARTB, Radio-Electronics-Tv Mfrs. Assn. and U. S. Junior Chamber of Commerce. A million-and-a-half students took part in the current contest.

RAB INCOME AT $780,000; THREE STATIONS JOIN

Sweeney says goal of $1 million in annual revenue by mid-1956 can be reached with 100 new members. New stations are KFH Wichita, KWK St. Louis and WPRO Providence.

COINCIDENT with the announcement that three radio stations have joined Radio Advertising Bureau, Kevin Sweeney, president, last week disclosed that RAB's annual income as of Feb. 10 has risen to the record-high level of $780,000.

Mr. Sweeney said RAB is in the midst of a campaign to bring annual revenue up to $1 million by mid-1956 and, in this connection, has sent stations its new promotion piece, "How To Complete A Skyscraper—Blueprint for a $1,000,000 RAB." Some 42 stations have joined RAB since Jan. 1, Mr. Sweeney added, listing KFH Wichita, KWK St. Louis and WPRO Providence as the latest members.

In its brochure to station prospects, RAB detailed the growth of the organization since its founding in 1952, when the budget was $458,000 and the staff numbered 24 up to 1955 when the budget was $720,000 and the staff, 36. With the attainment of a $1 million budget, the brochure continued, RAB can enlarge its national sales staff by 250%; its sales committee drive by 300%; its research department by 50% and its national-level promotion by at least 100%.

RAB can achieve its objective, the brochure said, by adding 100 stations to its roster and maintaining the adjusted rate schedule of present members, except for networks and station representatives, which would pay "small increases."

Self Elected President Of Television Producers

WILLIAM SELF, Meridian Productions, Hollywood, has been elected president of the National Society of Television Producers, succeeding Tom Lewis, Lewislor Enterprises Inc. William J. Faris, Visual Drama Inc., was named secretary.

New officers are to be installed at the annual meeting Feb. 24. Others on the board of directors in addition to Messrs. Self, Lewis and Faris include Mark Stevens, Mark Stevens Tv Co.; Ben Pivar, Confidential Pictures; William Stephens, Conne-Stephens Productions; M. Bernard Fox, Hal Roach Studios; David Chudnow, Rosamand Productions, and Jaime Del Valle, CBS-TV. Max Gilford is general counsel.

H-R Tv Inc. Joins TvB

SIGNING of H-R Television Inc., New York, tv station representative, as the 10th station representative to Television Bureau of Advertising's membership roster, was announced jointly Wednesday by Frank M. Headley, H-R Television's president, and Norman E. (Pete) Cash, TvB vice president.

Mr. Headley said that H-R felt the "increased use of spot tv and especially the introduction of new advertisers to this productive use of tv" was one of TvB's most important functions and that its membership would implement these efforts. Mr. Cash noted the addition of H-R as an aid to increasing TvB's sales promotion-research program.

Northwest News Assn. Elects McGivern Head

WILLIAM McGIVERN of KSTP-AM-TV St. Paul, Minn., is the new president of Northwest Radio-Tv News Assn.

Mr. McGivern was elected a fortnight ago at the tenth annual Radio-Tv News Short Course conducted in Minneapolis by the University of Minnesota School of Journalism in conjunction with NRTNA.

Other officers named were George Brooks of KSUM, Fairmont, Minn., vice president, and Bob Ball, WDSM Duluth, Wis., secretary-treasurer. Named as two-year members of the board of directors were Norman Schrader, WDAY-AM-TV Fargo, N. D., and Harvey Sanford, KICD Spencer, Iowa; for one year, Max Witcher, KWAT Watertown, S. D., and Charles Sarjeant, WCCO Minneapolis.

The NRTNA annual award for excellence in tv news went to KEYD-TV Minneapolis, with WCCO-TV taking second place. Among radio stations of more than 5 kw, WCCO Minneapolis took first place and WDAY Fargo, N. D., second. The award for radio stations of lower power went to KSUM Fairmont, Minn.

Prof. Mitchell V. Charnley of the U. of Minnesota School of Journalism was awarded a plaque by the association for his "inspired and successful" direction of ten successive radio and tv news short courses.

A talk by John F. Day, CBS director of news, highlighted the annual short course [B•T, Feb. 13].

Program numbers during the course included four panels: news coverage in such problem areas as labor, management and juvenile behavior, under the chairmanship of Jim Bormann, WCCO Minneapolis news director; reports on prize-winning news feats in the area; a discussion of the perennial problem of newsman versus announcer on the air or the tv screen, and a probing of relationships between network and local news operations, with Jack Shelley, WHO-AM-TV Des Moines, as chairman and Joseph O. Meyers, NBC's New York news manager, as one of the participants.

Prof. Graham Hovey of the U. of Wisconsin, former foreign correspondent just returned from two years in Italy, reported to the Feb. 10 luncheon his view that neither electronic nor printed news media are reporting the Italian political, social and economic scene searchingly enough to inform the American public adequately of the underlying crosscurrents of Italian life.

Radio-Tv and Print Media To 'Compete' at RTES Meet

RADIO and tv, both network and spot, will "compete" with newspapers and magazines at a unique Radio & Television Executives Society workshop luncheon tomorrow (Tuesday) at the Hotel Roosevelt in New York.

To establish realism, RTES has scheduled six media "pitches" for a hypothetical $10 million cigarette advertising budget. Speakers have been asked by RTES program planners to make a sales talk explaining why each of their media ought to be used by the "company" and what each of them can do.

Glenn Wiggins, Magazine Adv. Bureau, will represent magazine advertising; Robert McLauchlen, American Newspaper Publishers Assn., newspapers; William Shaw, CBS Radio, network radio; Charles Abry, ABC-TV, network tv; Oliver Treyz, Television Bureau of Advertising, tv in general with attention to spot tv, and Robert Eastman, John Blair Co., spot radio.

Catholic Apostolate Starts Radio-Tv Lectures Feb. 21

SERIES of three lectures on industry-related topics will be presented under the auspices of the Catholic Apostolate of Radio, Television & Advertising (CARTA) on alternate Tuesday evenings starting Feb. 21. The talks will be given at St. Paul's Guild House, New York, starting at 7:30 p.m.

The initial speaker on Feb. 21 will be Frank Sheed, author, lecturer and co-founder of the publishing house of Sheed & Ward, New York, on the topic of "Mob Psychology." On March 6, Barry Ulanov, jazz critic and historian, will discuss "Entertainment Arts in America Today," and on March 20 the Rev. Timothy J. Flynn, moderator of CARTA and director of radio and television for the Archdiocese of New York, will speak on "Tv and the Problems of Moral Evaluation."

ANA Meet Explores Adv.-P. R. Teamwork

INTERDEPENDENCE of public relations and advertising was stressed Thursday to workshop members of the Assn. of National Advertisers at the Hotel Plaza, New York, by a group of advertising and public relations and industry executives.

The program, consisting of individual addresses, case history panels and round-table discussions, was on "How Public Relations and Advertising Are Working Together to Meet Company Objectives."

Addressing the second of ANA-sponsored 1956 full-day workshop sessions were Ward Stevenson, vice president, Benton & Bowles, New York; Bert C. Goss, president, Hill & Knowlton Inc., New York; William G. Werner, public and legal services director, Procter & Gamble Co., Cincinnati, and Robert M. Gray, advertising-sales promotion manager, ESSO Standard Oil Co., New York.

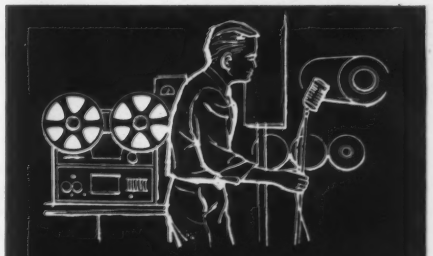
Mr. Gray, in outlining Esso's advertising-public relations work "in tandem," cited its five-nights a week news broadcasts that he said were "produced locally for greater community interest but tied together in the format of *Your Esso Reporter*.

He continued, "this vehicle was created by advertising for the purpose of selling products." But, he said, "we have come to realize that the audience which advertising built can be utilized also to influence attitudes toward the company."

Thus, Mr. Gray said, "Esso's advertising department worked out a joint program with the public relations unit of Jersey Standard and set a schedule of commercial messages which enabled the company "to inform the public on some of the major issues facing them and the oil industry."

He said that reaction to these messages were so favorable that the co-sponsorship became a continuing policy. Again, he said, advertising and public relations pulled together in placing highway safety messages within its programs, by using 650 tv safety messages on its *Esso Reporter*, and 18,000 on the same program on radio.

Mr. Werner also cited radio and tv as areas in which such teamwork can be effective, only if it is used to bar unsuitable associations of certain programs with the products advertised. As an example, he spoke of hypothetical sponsorship by a home product of a popularly-rated program that is a "did-she-fall-or-was-she-pushed?" While ratings may be up, he said, "that program may well prove questionable



A Great New
MAGNECORDER
for professional use

THE Editor

Magnecord has long been established as the first choice of broadcast engineers all over the country. Now the P60-A Editor sets new standards in professional installations.

The Editor has all the easy, accurate editing features of the most expensive models — with the greatest number of operating features ever built into a tape recorder for such a low-cost investment.

Before you decide, check the specifications of the new Editor. To be convinced, hear and operate the Editor yourself.

Whatever your requirements, there's a Magnecorder to fit the job. The Hi-Fi Pro or the Citation is an excellent accessory unit at moderate cost. The fabulous M-90 is the finest professional tape recorder made today.

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The Choice of Professionals
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when associated with your intimate family product."

Advance review of scripts by public relations people might well avoid such pitfalls, he said, observing: "You probably have heard of the instance of the famous comedian who had an enormous following over the radio who, in one single broadcast, said just about five very funny words which cost his sponsor $50,000."

While there is no sure way to prohibit "occasional ad-libs that cause trouble," Mr. Werner said, a close working relationship of advertising and public relations people would help "everybody concerned with broadcasting" to think in terms of not only will a program sell the product but also will it "build or harm public esteem for the company."

Radio-Tv Correspondents Hold Annual D. C. Dinner

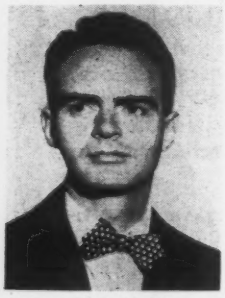
SIX HUNDRED broadcasters were to join high figures in Washington life at the annual dinner of Radio-Tv Correspondents Assn., last Saturday night at the Statler Hotel, Washington. Joseph F. McCaffrey, of McCaffrey Reports, assumed the presidency from Eric Sevareid, CBS.

The entertainment program, booked by NBC, included Steve Allen as m. c.; Bambi Lynn and Rod Alexander, dancers; Dennis Day and Rise Stevens, vocalists; Clifford Guest, ventriloquist, and the West Point Glee Club. Sid Piermont, NBC, produced the show.

While President Eisenhower was unable to attend, he and Mrs. Eisenhower were presented gifts as was Vice President Richard Nixon, guest of honor. FCC, Supreme Court, Congress, Cabinet and top defense officials were among guests as well as heads of the radio-tv networks.

Paine Heads Trade Group

WILLIAM O. PAINE, KGU Honolulu, has been elected president of the Hawaiian Assn. of Radio & Television Broadcasters. Mr. Paine is director of All-Islands Radio Network. Harry Chu, KAHU Waipahu, and Fin Hollinger, KPOA Honolulu, were re-elected vice president and secretary-treasurer, respectively. New members elected to the board were Frank Warren, KULA Honolulu; Larry Trombly, KONA (TV) Honolulu, and Jack Burnett, KULA, past-president of the association.



MR. PAINE

Minnesota AP Elects Douglas

KEN DOUGLAS, news director, KWNO Winona, Minn., was elected president of the Minnesota Associated Press Broadcasters Assn. at the annual meeting in Minneapolis Feb. 9, succeeding George Brooks, KSUM Fairmont. Al Anderson, KLGR Redwood Falls, was named vice president, and Minneapolis AP bureau chief George Moses *ex officio* secretary.

W. Va. Assn. Schedules Meet

SPRING MEETING of the West Virginia Broadcasters Assn. will be held March 16-17 at the McLure Hotel, Wheeling, tieing in with the BMI clinic on the 16th.

SPOT SALES MEETS SLATED THIS WEEK

Affiliates of NBC Radio, NBC-TV Convening Today

A FOUR-DAY CONFERENCE of the radio and tv program managers of NBC o&o stations and of stations represented by NBC Spot Sales will get underway at New York's St. Regis Hotel today (Monday).

The sessions today and tomorrow will be devoted to roundtable discussions of local tv programming, including new trends and formats, color, and films. Hamilton Shea, NBC vice president and general manager of WRCA-AM-TV New York, will discuss the new "Window" program (also see story, page 60), and there will be an inspection tour of WRCA-TV's 67th St. studios.

The Wednesday and Thursday agendas call for discussions of new formats in local live programming, including morning shows, sports, music, and public service shows. Participants will include John Cleary, NBC director of radio network programs. The group also will visit Radio Central in the NBC studios.

Jerry A. Danzig, director of program planning and development of NBC owned stations and NBC Spot Sales, is chairman of the conference. During the course of the conference the program managers will show tapes and films of their respective stations' programming.

Radio station program executives slated to attend are James Atkins, KOA Denver; James Caldwell, WAVE Louisville; Arthur Casey, KSD St. Louis; Jack R. Wagner, KNBC San Francisco; Edward R. Wallace, WRCV Philadelphia; Leonard Weinles and Steve White, WRCA New York, and Judson Woods, WLW Cincinnati.

Others in Attendance

Other program executives who will attend include: Stan Lee Broza, WRCV-AM-TV Philadelphia; David Crockett, KOMO-AM-TV Seattle; Dean Craig, KRCA (TV) Los Angeles; George Cyr, WRCV-TV; William Grayson, WRC-AM-TV Washington; Harold Grams and Keith Gunther, KSD-AM-TV St. Louis; George Heinemann, WMAQ and WNBQ (TV) Chicago; Peter Katz, WLWT (TV) Cincinnati; James E. Kovach, WRCA-AM-TV; Steve Krantz and Edward Nathanson, WRCA-TV; George Patterson, WAVE-TV; C. Van Haaften, KOA-TV; Albert G. Zink, WRGB (TV) Schenectady, N. Y., and William A. Berns, WRCA-AM-TV.

The following NBC owned stations and NBC Spot Sales executives also are scheduled to participate: Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales; Thomas B. McFadden, vice president of NBC Spot Sales; Mr. Shea; Donald E. Bishop, director of publicity for NBC owned stations, NBC Spot Sales and WRCA-AM-TV; Max Buck, director of advertising, merchandising and promotion for NBC owned stations; Richard Close, director, represented stations; Charles H. Colledge, director of engineering and technical operations, NBC owned stations; William N. Davidson, assistant general manager, WRCA-AM-TV; Wilbur Fromm, advertising and promotion manager, NBC Spot Sales; Morton Gaffin, manager, new business and promotion, NBC Spot Sales; Thomas S. O'Brien, business manager, NBC owned stations and NBC Spot Sales; John H. Reber, director, Television Spot Sales, and H. W. Shepard, director, Radio Spot Sales.

George Vales, film show supervisor of the NBC Television Network, will also participate in the sessions.

CBS-TV Annual Sessions Get Underway Wednesday

AGENCY and other advertising tv executives are among those slated to speak at the second annual general managers' meeting in New York of CBS Television Spot Sales Wednesday and Thursday, topping an agenda that includes a wide range of subjects.

The spot sales session will be held at the Savoy Plaza, the same hotel where a CBS-owned tv station management session will be held today and tomorrow (see story below). Topics, as announced by Clark George, general sales manager of CTSS, include discussions and reports on announcement specifications, general aspects of programming, "television vs. newspapers" and the future of color. General sales reports and predictions from Spot Sales' six offices also are on the program. During the sessions, CBS will reveal some details of a new communications system to be used for intra-CBS station matters and described as more efficient and faster in solving paper work, such as station clearance.

Guest speakers scheduled are David Crane, vice president in charge of media, Benton & Bowles; George Polk of BBDO; Larry Davis, advertising manager, E. I. duPont de Nemours & Co.'s Finishes & Polishes Div., and Oliver Treyz, president of Television Bureau of Advertising.

Attending from CTSS represented stations will be Paul E. Taft, president and general manager, and Robert S. Wilson, sales manager, KGUL-TV Galveston, Tex.; James T. Aubrey, general manager, Robert D. Wood, sales manager, and Donald M. Hine, program manager, KNXT (TV) Los Angeles; C. Howard Lane, vice president and managing director, and Ted W. Cooke, program director, KOIN-TV Portland, Ore.; J. W. Wright, administrative vice president, and Edward B. Kimball, sales manager, KSL-TV Salt Lake City; C. W. Doebler, executive assistant to the vice president, George J. Arkedis, sales manager, and William Ryan, program director, WBBM-TV Chicago; Charles H. Crutchfield, general manager, and Wallace Jorgenson, general sales manager, WBTV (TV) Charlotte, N. C.

Donald W. Thornburgh, general manager, Robert M. McGredy, sales manager, Charles Vanda, vice president in charge of television, and John G. Leitch, director of engineering, WCAU-TV Philadelphia; Sam Cooke Digges, general manager, Frank Shakespeare Jr., sales manager, and Hal Hough, program director, WCBS-TV New York; Glenn Marshall Jr., president, and Charles M. Stone, vice president for television, WMBR-TV Jacksonville, Fla.; John S. Hayes, president, George F. Hartford, vice president for television, and Robert Bordley, sales manager, WTOP-TV Washington, and Larry Richardson, general executive of *The Washington Post* (Broadcast Div.), and Edmund C. Bunker, general manager, Theodore F. Shaker, sales manager, and Leon Drew, program director, WXIX (TV) Milwaukee.

CBS-Owned Tv Stations Hold Management Meeting

SALES, programming, spot sales, public affairs responsibility and evaluation of tv news are among subjects to be explored at the second annual management meeting of CBS-owned tv stations which opens today (Monday) at the Savoy Plaza in New York.

Special network talks will be presented by Dr. Frank Stanton, CBS Inc. president, and J. L. Van Volkenburg, CBS-TV president, according

to Merle S. Jones, CBS-TV vice president in charge of owned stations and general services, who with Craig Lawrence, director of CBS-owned station administration, has planned the agenda for sessions today and tomorrow.

Station people scheduled to attend include H. Leslie Atlass, vice president and general manager, George J. Arkedis, sales manager, and William Ryan, program director, WBBM-TV Chicago; James T. Aubrey, general manager, Robert D. Wood, sales manager, and Donald H. Hine, program director, KNXT (TV) Los Angeles; Edmund C. Bunker, general manager, Theodore P. Shaker, sales manager, and Leon Drew, program director, WXIX (TV) Milwaukee; Sam Cooke Digges, general manager, Frank Shakespeare Jr., sales manager, and Hal Hough, program director, WCBS-TV New York, and Gene Wilkey, CBS-TV representative in St. Louis who has been designated as manager of CBS' proposed KMOX-TV there.

CBS-Owned Tv's Gain Again In January Net Time Sales

NET TIME SALES this January at CBS-owned tv stations were 21% above the same month a year ago and 39% over January 1954, Craig Lawrence, CBS director of station administration, reported last week.

Mr. Lawrence said WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles showed substantial gains in both local and national business; WBBM-TV boosting its local revenue 43% and KNXT 52%. The three stations upped their national spot business about 18%. WXIX (TV) Milwaukee, which started operating in mid-February of 1955 was not included in the comparative figures, although Mr. Lawrence reported "very satisfactory" sales in local and national spot.

Stone Named Gen. Mgr. For New Chattanooga Tv

HARRY S. STONE, former general manager of WSM Nashville, Tenn., has been appointed general manager of the new Chattanooga ch. 3 operation granted to Mountain City Tv Inc. [B•T, Feb. 13], it was announced last week by Ramon G. Patterson, Mountain City president.

April 15 has been set as the station's target date. The permittee also reported FCC approval for the use of call letters WRGP-TV. H-R Representatives has been appointed to represent the station, Mr. Patterson reported, but he said negotiations for a network affiliation have not been completed.

The tv station's transmitter is to be housed in a building formerly used by WAPO-FM. Mr. Patterson is president of WAPO Chattanooga.

WSAI-FM to Multiplex

WSAI-FM Cincinnati will lease broadcasting facilities to Musicast Inc. that city to transmit background and functional music, via multiplex, to business establishments in Cincinnati. The service is to start within the next 60 to 90 days. Gordon Broadcasting Co., WSAI-FM owner, has organized a sales company to promote the new service.

KHPL-TV Begins Programming

KHPL-TV Hayes Center, Neb., satellite of KHOL-TV Holdrege, Neb., began a full broadcasting schedule Thursday. The ch. 2 outlet was scheduled to begin regular programming Jan. 30, but ice and snow forced postponement of final construction work [B•T, Jan. 30].

WIRI (TV) Lake Placid, N. Y., Bought by Rollings Bcstg. Co.

WIRI (TV) Lake Placid, N. Y. (Plattsburg), has been sold by Carl F. Stohn Sr. and associates to Rollins Broadcasting Co. for $165,750 plus assumption of obligations totaling almost $350,000. Announcement was made last week.

The ch. 5 station, which is associated in ownership with WIRY Plattsburg, began operating in December 1954. It is affiliated with NBC and ABC and is represented by McGillvra. It claims coverage of 100,000 U. S. and 350,000 Canadian viewers.

Rollins Broadcasting Co. is paying $48,750 for the common stock of Great Northern Television Inc., $117,000 in notes for the preferred stock. The station will be the first television outlet owned by the Rollins group, which comprises W. Wayne and John R. Rollins and which owns WNJR Newark, N. J.; WAMS Wilmington, Del.; WJWL Georgetown, Del.; WRAP Norfolk, Va., and WBEE Harvey, Ill., and holds a construction permit for a new am station in Indianapolis, Ind.

WABC-TV Takes '7-14 Plan' Before Midwest Advertisers

WABC-TV New York unveiled its "7-14 plan" in the Midwest last week at two luncheon presentations conducted by Weed Television Corp., station representative, for Chicago agencies and clients. Over 70 representatives attended presentations at the Drake Hotel Monday and Tower Club Tuesday.

Designed to compete with similar NBC-TV and CBS-TV plans, WABC-TV's is based on use of seven or 14 announcements per week and provides a scale of dollar volume discounts. Advertisers may combine spots in all time classifications and qualify by spending a minimum of $500 weekly.

The plan is divided into "fixed position" and "non-fixed position" schedules, with initial 40% and 50% savings, respectively, for seven to 13 spots, and an additional 10% saving for 14 or more spots. It also carries a "cycle discount" provision for long term advertisers.

Reorganization Announced For KOTA-AM-TV Staff

REORGANIZATION of the Black Hills Broadcast Co., which operates KOTA-AM-TV in Rapid City, S. D., was announced last week by Helen S. Duhamel, company president, and Leo Borin, general manager.

Norman Heffron has moved from radio and news program director to the post of tv production director; Bill Turner, office manager, has become commercial manager; Al McDonald has been promoted from radio programming and promotion to director of promotion and publicity for both radio and tv; Art Jones, a newcomer to the staff, has been named radio program director and announcer, and Jack Crowley, salesman, has become tv sales manager.

The Black Hills Broadcast Co.'s application for ch. 5 in Lead, S. D., now is pending before the FCC.

KSTN Billings Up 23.4%

KSTN Stockton, Calif., had a gross billings increase of 23.4% during 1955. The station, in its seventh year of operation, is represented nationally by Hollingbery.

announcing
the SESAC TRANSCRIBED LIBRARY's

special
test program
plan

The SESAC Library's Special Test Program Plan is designed to show you just what America's most complete Library service can do for your station.

It is a positive approach to your station's program problems and needs.

Write for information about this unique plan today!

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PHILADELPHIA, CLEVELAND SHIFTS GET TREATMENT

NBC and Westinghouse go all out to introduce new stations to local citizenry.

FANFARE and fun predominated in the three-day salute to Philadelphia last week, arranged by NBC last week to herald the change in call letters of KYW-WPTZ (TV) to WRCV-AM-TV. The same was true of the change of call letters in Cleveland to KYW-AM-TV—the stations formerly owned by NBC and now belonging to Westinghouse Broadcasting Co. [B•T, Feb. 13].

The Philadelphia changeover ceremonies touched off a round of luncheons and dinners for civic, government and business leaders, advertiser and agency officials and the press. The event took on a holiday atmosphere with a motorcade and parade through downtown Philadelphia to City Hall Monday morning and signs placed at strategic spots in the city proclaiming, "welcome NBC."

Today originated in Philadelphia on Tuesday and Wednesday. The new call letters also were proclaimed in full-page advertisements in daily and weekly newspapers and with extensive on-the-air promotion with films and tapes by NBC stars, and a salute to WRCV-AM-TV by six local business firms.

In accepting the key to the city proffered by Mayor Richardson Dilworth, Robert Sarnoff, NBC president, said the network "always would be dedicated to serving the public interest in Philadelphia and the surrounding communities." He observed that RCA, NBC's parent company, has been identified with the Philadelphia-Camden, N. J., area for more than a half century.

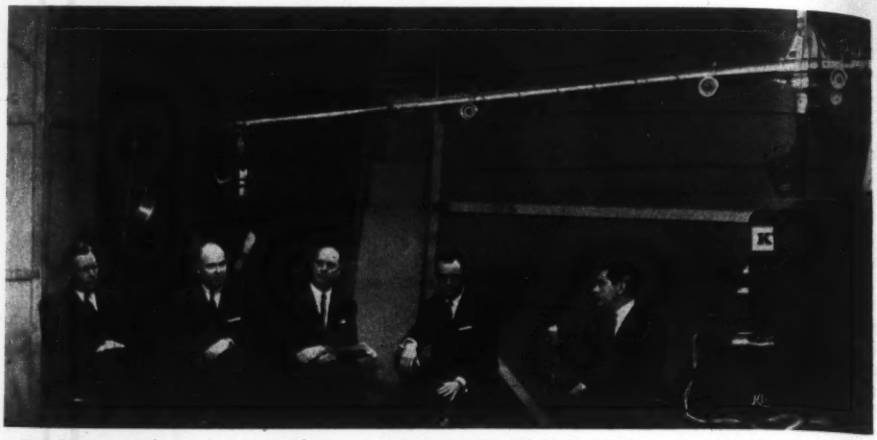
Today picked up the key ceremony from the sidewalk in front of the new stations' offices in downtown Philadelphia. Mayor Dilworth continued on the program, pointing out sites of interest in Philadelphia, as the program's cameras, mounted on the 33rd floor of the city's tallest building, gave the audience a panoramic view of the community.

The stations held "open house" for local civic and business leaders on Tuesday during which they toured the studios and were introduced to Dave Garroway and other members of the *Today* staff.

In Cleveland, Westinghouse's promotion introducing the KYW-AM-TV call letters was highlighted by the release of 30,000 balloons, some containing certificates worth $3 or $11—for ch. 3, KYW-TV, $11 for 1100 kc, KYW. The Erie lakefront was the scene of a fireworks display staged by the outlets.

Taxicab trunk lids, 500 buses, billboards, posters and store displays advertised the changed call letters.

WBC President Donald McGannon, at a Cleveland news conference, said several new series of public service programs are planned for early inclusion in the stations' schedules. Both stations regular programming has already been revamped.



SPECIAL simulcast last Monday on KYW-AM-TV Cleveland, honoring call letter move from Philadelphia, featured a discussion by (l to r), E. V. Huggins, chairman of the board of Westinghouse Broadcasting Co.; Donald H. McGannon, WBC president; Rolland V. Tooke, WBC Cleveland vice president and general manager of KYW-TV, and Gordon Davis KYW general manager. Announcer is Tom Field.

PHILADELPHIA Mayor Richardson Dilworth officially welcomes NBC-TV's *Today* cast to town with the presentation of the key to the city to m.c. Dave Garroway. Looking on (l to r) are Lloyd E. Yoder, WRCV-AM-TV general manager and NBC vice president; Emanuel Sacks, RCA vice president; Robert Sarnoff, NBC president, and Fredric Mann, city representative.

KYW-TV Plans Teacher Show

KYW-TV Cleveland is working with Cleveland school officials in preparation for a series of telecasts designed to aid teachers in the area broaden their professional backgrounds, according to Donald H. McGannon, president of Westinghouse Broadcasting Co.

No date has been set for the first of these telecasts, but Mr. McGannon said that the Westinghouse station would assign a producer from its staff, provide free time, plus technical assistance, to the Cleveland Board of Education for telecasts. The programs will be shown on Saturday morning.

KYW Names Byers, Sliwa

KYW, the Westinghouse Broadcasting Co. radio station in Cleveland, was to announce the appointment of Janet K. Byers as advertising sales promotion director and the promotion of Theodore E. Sliwa to assistant sales manager today (Monday), the station reported. Miss Byers, who comes to KYW from WINS New York, will work with Edward Wallis, advertising sales promotion manager of KYW-AM-TV. Mr. Sliwa has been a radio time salesman at KYW's predecessor, WTAM, for over four years.

MISS BYERS

WBKB (TV) Puts New Shows Into Duggan Time Periods

WBKB (TV) Chicago, because of the sudden resignation of Tom Duggan [AT DEADLINE, Feb. 13], has rescheduled the time periods formerly filled by Mr. Duggan and added two female personalities, Sterling C. Quinlan, ABC vice president in charge of WBKB, announced.

Fran Allison will host *Mid-Day Matinee* in the 1-1:55 p.m. slot starting today (Monday), featuring "comedy films designed for the family," starting with "My Hero," starring Robert Cummings. A 45-minute program, *By Request*, has been inserted in the 11:15-12 p.m. period with June Myers showing films "most desired by Chicago viewers." Initial *Request* offering, which started last Monday, is "Mark Sabre." Both shows are seen daily.

In addition, WBKB will offer *The Paul Killiam Show*, a 15-minute comedy feature obtained from the film vaults of the Museum of Modern Art.

WPIX (TV) Will Telecast Yankee, Giant Home Games

WPIX (TV) New York will carry a 154-game baseball schedule this season, covering the home contests of the New York Giants and the New York Yankees. P. Ballantine & Sons, Newark, N. J. and R. J. Reynolds Tobacco Co., Winston-Salem, N. C., both through Wm. Esty Co., New York, will co-sponsor the Yankee telecasts, and Jacob Ruppert Inc. (Knickerbocker beer), New York, through Warwick & Legler, New York, will sponsor the Giant telecasts.

Bankers Trust Co., New York, through Rose-Martin Inc., New York, will sponsor a 15-minute program preceding all Yankee games and a 10-minute show following the games, in which Walter (Red) Barber will be featured. Consolidated Cigar Sales Co., New York, through Erwin Wasey & Co., and Beneficial Management Corp. (personal loans), New York, through Reach, Yates & Mattoon, New York, will sponsor 15-minute programs following all Giant day games and 10-minute shows after all night and double headers, with Frankie Frisch as host. Sponsors of 20-second announcements immediately preceding and following all home games of the two clubs on an alternating basis are Shulton Inc., Paper Mate Eastern Inc., Wildroot Co. and Shell Oil Co.

Widow of L. B. Wilson Asks New Probate of Will

THE WIDOW of L. B. Wilson, WCKY Cincinnati owner, who died in October 1954, has petitioned a Miami, Fla., court to revoke in part the will which was filed for probate soon after his death.

Mrs. Constance F. Wilson alleged that an earlier will, executed in 1948 in connection with a separate maintenance agreement, left her one-third of his net estate after payment of taxes and debts. She seeks to have that will probated and to revoke the second will to the extent that it conflicts with the first. In all, she seeks the one-third of the estate bequeathed under the first will plus one-half of the remaining two-thirds.

The estate of Mr. Wilson was valued at about $4 million.

WWLP (TV) Sales Hit Record

WWLP (TV) Springfield, Mass., reported last week an "overwhelming increase" in national sales for 1955, making it a record year. Citing a gain of nearly 50% in the number of national advertisers using the station, General Manager William L. Putnam said WWLP, a uhf station, increased its billings nearly 30% over those reported during 1954. The station is an NBC-TV affiliate.

Weed Chicago Offices Move

WEED Television Corp. and Weed & Co., station representatives, will combine physical operations of their Chicago staffs under one roof May 1, moving to the Prudential Bldg. Weed Television is located in the Kemper (Civic) Bldg., at 20 N. Wacker Dr., and Weed & Co. at 203 N. Wabash Ave. Consolidation is physical only, with radio and tv remaining separate entities.

The representative firms opened a Des Moines office in the Insurance Exchange Bldg. at 505 Fifth Ave., Feb. 1, with William J. Scharton, transferred from Chicago, in charge. He will service Des Moines, Omaha and other areas in the region.

Lots of Color

WITH all local programming presented in color using the DuMont Vitascan, WITI-TV Whitefish Bay, Wis., plans to go on the air about May 1, President Jack Kahn announced last week. Also announced was the appointment of Dean McCarthy as program director.

Independent Television Inc., WITI-TV owner, is a merger of four applicants for the ch. 6 outlet and received its final grant from the FCC June 29, 1955 [B•T, July 4, 1955].

Gould Heads S. A. Tour

SPECIAL 29-man group of U. S. farmers headed by WOWO Ft. Wayne Farm Service Director Jay Gould is currently "cementing relationships in Latin America through a better understanding of the agricultural aspects of both countries," according to a spokesman of the Westinghouse Broadcasting Co. station.

Reports, via tape recordings, of the four-week tour which got under way Feb. 6, will be aired regularly on Mr. Gould's programs. The group is visiting various cattle farms in Argentina, the Louis Bromfield plantation 35 miles outside of Sao Paulo, Brazil, and is meeting with the heads of various chambers of commerce in Peru, Chile, Argentina, Uruguay and Brazil.

Leslie Named WINR Manager

KENNETH LESLIE has been appointed general manager of WINR Binghamton, N. Y., effective today (Monday), according to Donald W. Kramer, president. He formerly was general manager of WORC Worcester, Mass., and sales manager of WCTC New Brunswick, N. J.

WJAG Conducts Farm Survey

WJAG Norfolk, Neb., conducted a survey among 150 farmers in Nebraska's Third Congressional District to get their opinions on important farm problems. Results of the survey were sent to Congressman R. D. Harrison (R-Neb.) and members of the House and Senate agricultural committees.

KRON-TV Plans Color Clinic

KRON-TV San Francisco will be host Thursday at a special color clinic and demonstration in its studio for delegates to the ninth annual Western Radio & Television Conference, meeting in that city Feb. 23-25. Registration for the conference also will take place at the station.

REPRESENTATIVE APPOINTMENTS

WMSL-TV Decatur Ala., appoints Joseph Hershey McGillvra Inc., N. Y., for national sales.

KCRS Midland, Tex., appoints William G. Rambeau Co., N. Y., national representative and Clyde Melville Co., Dallas, southwest representative.

REPRESENTATIVE PEOPLE

Jack Thompson, sales staff, Free & Peters Inc., N. Y., national station representative, named assistant sales manager for radio.

Bob Kochenthal, account executive with H-R Television Inc., N. Y., national station representative, to tv sales staff Edward Petry & Co., N. Y.

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STATION SHORTS

WALK Patchogue, L. I., N. Y., has installed independent emergency generator power for use under unfavorable broadcasting conditions.

WLBK De Kalb, Ill., moved to new "Radio Home" at 711 N. First St. where it combines studio and tower operation.

KCSJ-TV Pueblo, Colo., has installed kinescope recording equipment.

KHOL-TV Kearney, Neb., announces installation of GE network color equipment is underway.

WGBB Freeport, N. Y., and WGSM Huntington, N. Y., collaborating in Long Island network news show *Your World at One.*

STATION PEOPLE

William D. Stiles, formerly assistant sales manager, KOMU-TV Columbia, Mo., appointed commercial and operational manager, KZTV (TV) Reno, Nevada, succeeding **Richard W. Colon,** to KOLO Reno as vice president and general manager.

MR. STILES

MR. COLON

Grady E. Jensen, administrative assistant to general manager, WABC-TV New York, appointed business manager, succeeding **Thomas J. Martinez,** resigned.

Sid Dickler, for many years with independent Pittsburgh stations, to WNCC Barnsboro, Pa., of regional Laurel Network, as assistant manager.

George Nickson, manager, KAVR Apple Valley, Calif., to KFXM San Bernardino, Calif., as commercial manager. He was formerly manager, KBIF Fresno, Calif., and vice president-general manager, KEEP Twin Falls, Idaho.

MR. NICKSON

David H. Polinger, radio-tv manager, to WAPA - TV San Juan, P. R., as general manager.

Ralph C. Runyan, advertising executive, appointed sales promotion manager, WBRC-TV Birmingham, Ala.

MR. RUNYAN

Arthur Sawyer, formerly in sales and promotion with CBS Radio, to KFSD San Diego, Calif., as local sales manager.

Wayne R. Anderson, account executive, KGO-TV San Francisco, and former manager, KDON Monterey, to KNBC San Francisco local sales staff as account executive.

Al J. Madden, general manager, Sportsvision, S. F. film production firm, to KGO-AM-TV San Francisco sales staff.

Rick Terry, formerly account executive, Don Frank & Assoc., L. A. advertising agency, to sales department, KGFJ Hollywood.

"COLONEL-OF-THE-YEAR" awards were made by Free & Peters (station representatives) to Otis P. Williams and Robert Somerville, both account executives, for "outstanding personal development and sales performance" in behalf of radio and tv stations represented by the firm. The awards were made by Lloyd Griffin (l), company vice president, to Mr. Williams for his work for television, and by Russel Woodward (r), executive vice president, to Mr. Somerville for his radio efforts.

C. J. Pajakowski, sales manager at WNDU South Bend, Ind., to WNDU-TV same city as account executive.

Melvin A. Goldberg, lecturer on radio-tv research, City College of New York, and advisor on research, communications and management, to Westinghouse Bcstg. Co., N. Y., as director of research.

Richard Reed, commercial operations director, WLWC (TV) Columbus, Ohio, appointed sales account executive.

Wes Hopkins, program director-disc jockey, WTTM Trenton, N. J., to KYW-AM-TV Cleveland, Ohio, for afternoon radio show, succeeded at WTTM by **Tom Durand,** staff announcer. **Gene Graves,** WTTM staff announcer, named featured morning disc jockey.

Leonard Kehl, KVOD Denver, to sales staff, KMYR Denver; **Jim Kithcart,** KBTV (TV) Denver, to KVOD announcing staff.

Dee Fondy, formerly first baseman, Chicago Cubs, to KFXM San Bernardino, Calif., as account executive and associate sports director.

Lloyd Knight, morning personality, KMYR Denver, appointed program director. **Bill Keene,** sportscaster-newscaster, named publicity and promotion manager, KMYR.

C. L. Doty, sales director, WCPO-AM-FM-TV Cincinnati, Ohio, appointed to new post of program director, WCPO-TV.

Arthur M. Brandel, Washington and foreign correspondent, to WTTG (TV) Washington as news editor.

Charles Inman, KONI Phoenix, Ariz., appointed program and music director, KELE-FM Phoenix, new music station which goes on air in mid-March.

Sam Grossman, athlete, formerly with CBS Hollywood, to KFMB San Diego, Calif., as director of sports.

Charles Breece, announcer, WFBM-AM-TV Indianapolis, appointed program director, WFBM. **Estel D. Freeman,** formerly production manager and talent bureau sales manager, WFBM-TV, named promotion manager, WFBM-AM-TV.

Ron DePinto, promotion manager, KPHO Phoenix, Ariz., appointed promotion, publicity manager, KPHO-AM-TV.

Joel Weisman, associate director, WABD (TV) New York, named manager of film production.

Ralph Penza, news director, WCOJ Coatesville, Pa., to KWWL-AM-TV Waterloo, Iowa, as morning news editor. **Mel Grummert,** formerly morning news editor, to night radio news editor, KWWL.

Philip Lewis, WCBS-TV New York staff writer, named to succeed **Blaine Littell** as station's news bureau manager. Mr. Littell was recently appointed assignment chief of "CBS News Campaign Cavalcade" [B•T, Feb. 6]. Also by WCBS-TV: **Phillip Beigel,** director, WATV (TV) Newark, and **Louis Volpicelli,** producer-director, WABC-TV New York, as directors of WCBS-TV public affairs programs.

U. S. Radio: In 40 Tongues Other Than English

EVERY WEEK U. S. radio, in addition to the countless hours of English language broadcasts, provides its listeners with some 4,500 hours of programming in 40 other tongues from Albanian to Zuni, according to a survey made by BROADCASTING • TELECASTING. Findings are published in the 1956 BROADCASTING YEARBOOK-MARKETBOOK, now in the mails to subscribers.

A total of 463 radio stations in 41 states and the District of Columbia reported devoting some air time to programs in languages other than English. Only radio stations in Georgia, Kentucky, Montana, Nevada, North and South Carolina and Tennessee broadcast exclusively in English.

Spanish is the non-English language most widely used on the domestic air, accounting for more than 2,800 hours of radio time each week, well over 60% of the total foreign language time and more than 10 times as much as the second most popular alien tongue, Italian, which gets about 450 broadcast hours per week. Polish ranks third with roughly 390 hours, French fourth with 135, German fifth with 115 and Yiddish sixth with 102. No other language hits the 100-hours-per-week mark.

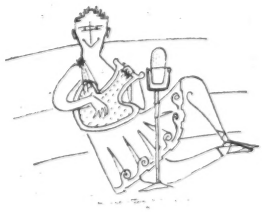
Generally, the various foreign languages were reported from regions where such broadcasts would be expected—French in Louisiana and upper New England, German in Pennsylvania and Wisconsin, Portugese on the coasts, Spanish throughout the southwest and Italian and Polish in the great industrial centers.

But there were some surprises, such as weekly half-hour broadcast in Basque being the only non-English language program on the air in the state of Idaho; French the only foreign language on the air in Arkansas, and Spanish the only one in Mississippi.

Programs in Apache, Hopi, Navajo, Ute and Zuni broadcast in Arizona and New Mexico might have been expected, as well as Swiss programs in Wisconsin, but it was somewhat startling to find Massachusetts stations broadcasting in Arabic and an hour of Hindustani in California.

Languages other than English regularly broadcast in this country include: Albanian, Apache, Arabic, Armenian, Basque, Bohemian, Croat, Czech, Finnish, French, German, Greek, Hindustani, Hopi, Hungarian, Irish, Italian, Japanese, Jugoslav, Latvian, Lebanese, Lithuanian, Maltese, Navajo, Polish, Portugese, Roumanian, Russian, Serbian, Slovak, Slovene, Spanish, Swedish, Swiss, Syrian, Ukranian, Ute, Welsh, Yiddish and Zuni.

The BROADCASTING YEARBOOK & MARKETBOOK ($3) tabulates the foreign language broadcasts alphabetically by state, city and station, listing the weekly time devoted by each station to each non-English language. The volume also contains a complete list of all U. S. and Canadian radio stations, their owners and executive personnel; radio networks; newspapers with radio affiliations; advertising agencies and their clients using radio; program services; equipment manufacturers, and other basic information about radio broadcasting.



Rex Messersmith, assistant extension editor, Nebraska College of Agriculture, Lincoln, to WNAX Yankton, S. D., as farm editor.

S. M. (Mort) Rosenman, producer-director at WXIX (TV) Milwaukee, appointed production manager. He succeeds **Jack Reeves,** who moves to West Coast.

Bruce Rice, sports director, KWFT-AM-TV Wichita Falls, to KCMO-AM-TV Kansas City, Mo., as sportscaster.

Edward Hayden, promotion writer, KCBS San Francisco, to assistant in KCBS sales service department. **Jim Wolf,** formerly apprentice, to promotion writer.

Ed Moiselle, Truman Taylor and **Arnie Ginsburg** assigned new programs on WBOS Boston, formerly WVOM.

Les Claypool, veteran L. A. political editor, featured in Sunday newscast on KABC Hollywood.

Guy Curtis to WSKI Montpelier, Vt., for nightly disc show.

Ken Karlton, disc jockey, KXOL Fort Worth, Tex., to KNOE Monroe, La., for *The Night Beat.*

Bill Anson, disc jockey, signed by WAAF Chicago for daily two-hour program.

G. Howard Tinley Jr., radio director, Austensen Assoc., Wheaton, Md., and actor-announcer, adds announcing duties at WASL Annapolis, Md.

Bob Gray, newsreel department, KPRC-TV Houston, Tex., to *Houston Post* as general assignments reporter.

Myrus the Mentalist to WTVJ (TV) Miami for Sunday show.

Jimmy Dudley and **Tom Manning,** sportscasters, to do radio play-by-play for Cleveland Indians baseball games over WERE Cleveland for 1956 season.

Paulette Gardin, KMMO Marshall, Mo., to KWBU Corpus Christi, Tex., in continuity department.

Rick Weaver, sportscaster, KLIN Lincoln, Neb., and KOLN-TV Lincoln, selected to broadcast 1956 games of Wichita Braves over KFH Wichita, Kan.

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STORER BROADCASTING Co. promotion managers attended a three-day meeting in New York to explore station advertising, promotion, merchandising and publicity [B•T, Feb. 13]. At the meeting were (l to r): seated, Art Schofield, advertising and sales promotion director of Storer Broadcasting; Stanton P. Kettler, Storer vice president in charge of operations; Liz Wagner, promotion manager of WSPD-AM-TV Toledo, Ohio; standing, promotion managers Al McLaughlin, KPTV (TV) Portland, Ore.; Bob Nashick, WGBS-TV Miami; Bill Smith, WJBK-AM-FM-TV Detroit; Howard Meagle, WWVA Wheeling, W. Va.; Charles Trainor, WAGA-TV Atlanta, and Ralph Runyon, WBRC-TV Birmingham, Ala.

Louis John Johnen, Cincinnati, Ohio, music critic-teacher, to WSAI-FM Cincinnati for music programs.

Si Willing, general manager, KTLD Tallulah, La., elected charter president of Tallulah Junior Chamber of Commerce.

Don Heilmann, news photographer, WXIX (TV) Milwaukee, elected president of State Press Photographers Assn.

J. Robert Covington, vice president in charge of sales, Jefferson Standard Bcstg. Co. (WBT and WBTV [TV] Charlotte, N. C., WBTW [TV] Florence, S. C.) named honorary director, Charlotte Merchants Assn.

Klaus Landsberg, vice president-general manager, KTLA (TV) Los Angeles, and **Janice McDonald** married Feb. 14.

Leo Borin, general manager, KOTA-AM-TV Rapid City, S. D., father of girl; **Gene Taylor,** farm director, KOTA-TV, father of girl, and **Verne Sheppard,** announcer, KOTA-TV, father of boy.

Jay Andres, emcee of American Airlines' *Music 'Til Dawn,* WBBM Chicago, father of boy, Joseph Jr.

Norm Prescott, disc jockey, WBZ-WBZA Boston and Springfield, Mass., father of boy Feb. 3.

George Arnold, retail sales account executive, KCBS San Francisco, father of boy, John Byron.

Eloise Winters, formerly with Ohio Fuel Gas Co., to WBNS-TV Columbus, Ohio, as home economics coordinator. In B•T issue of Feb. 6, WBNS-TV was inadvertently identified with another station's call letters.

Robert Hanger to WPON Pontiac, Mich., as news-special events director; **Cecelia Wells** to WPON as advertising copywriter, and **Mrs. Lena Nicholson** to staff as traffic secretary-assistant bookkeeper.

Sold: One Sponsor

LAST JULY WIRY Plattsburg, N. Y., started a midnight to 3 a.m. record program *(Nite-Club).* However, the station was having trouble selling potential sponsors on the commercial value of the early morning show.

After a long search, Covey & Fleming (furniture store) agreed to sponsor the program Feb. 2 and 3 to promote a 5 p.m. to 3 a.m. sale the store was holding the night of the third and all day the fourth.

Listeners were given cash certificates worth $25 to $100 for identifying mystery tunes. The store also promoted the sale with spots during the day.

The night of the sale WIRY broadcast *Nite-Club* from the sponsor's store, letting customers pick out and play their own selections. At 2:30 a.m. 28 listeners were waiting to play a record.

Results: The sponsor reported sales equalled the store's opening day seven months ago; many new people visited the store for the first time; of 80 cash certificates awarded, 41 were redeemed in merchandise, and results in dollars and cents sales more than doubled estimates.

And *Nite-Club* gained a sponsor. Covey & Williams signed to sponsor the show regularly and ordered a saturation campaign for the end of the month.

AFM TO ALLOW MOVIE MUSIC USE

Union stipulates that features must promote film only and not mention any commercial product. Agreement expected to pave way for heavier use of motion picture clips.

AMERICAN Federation of Musicians reported last week that it has entered into agreement with major motion picture studios whereby film clips of feature films may be used on television with original soundtracks and with no payment made to the union.

The pact was negotiated by James C. Petrillo, AFM president, and Charles Boren of the Motion Picture Producers Assn. and various film officials. The producers long had sought this concession from the union because heretofore re-recording was required, with resultant payment. The agreement provides that excerpts from features to be used on tv will promote the films only and will not make mention of a commercial product.

It is believed that the agreement will result in increased use of film clips from motion pictures on television. In the past, since re-recording was required, film studios avoided entering into frequent arrangements with television programs because they felt the cost was prohibitive.

The agreement also paves the way for the use on television of dramatic productions in which a musical background is essential to the mood. In the past, infrequent use was made on television of musical motion pictures because virtually no part of the original film could be used without payment of re-recording fees.

AFTRA, Tv Networks Strike Re-Run Accord

AGREEMENT reportedly has been reached between the American Federation of Television & Radio Artists and the three television networks, providing for a reduction in the present scale of "re-use payments" for performers who appear on live shows that are later recorded and repeated. The agreement is scheduled to take effect on March 1.

Under the present contract, an artist must be paid the same fee for the second, or any subsequent run, as he received for the first. Neither the federation nor the three networks would discuss the agreement or give an indication of the extent of the reduction. The New York branch of AFTRA, however, has sent members a notice of a regular meeting to be held on Feb. 18, and one of the items on the agenda deals with "a report on revision of AFTRA's television re-use payment and restrictions to become effective March 1, 1956."

The AFTRA move is interpreted as the first step by the union to improve its relationship with the networks and encourage more frequent use of re-runs. It is reported the union long has felt that the current re-use principle has hindered re-runs, and has worked to the advantage of the Screen Actors Guild, which has a more liberal re-run formula for filmed programs.

Program-of-Year Honors Won by NBC Radio, Tv

NBC-TV's *Conversation With Elder Wise Men* and NBC Radio's *Biographies in Sound* are winners of program-of-the-year honors in the fourth annual awards of the National Association for Better Radio and Television.

CBS's Edward R. Murrow was voted by NAFBRAT members as "man of the year in radio and television."

Other awards announced by NAFBRAT President Clara S. Logan:

For television: Drama, *Hallmark Hall of Fame* (NBC); family situation, *Life With Father* (CBS); education, *Adventure* (CBS); comedy, *Jack Benny* (CBS); news, *Douglas Edwards* (CBS); interviews, *Person to Person* (CBS) popular music, *Perry Como* (NBC); classical music, *Voice of Firestone* (ABC); quiz program, *$64,000 Question* (CBS); public service. *See It Now* (CBS); children's program, *Lassie* (CBS); teenagers' program, *Youth Wants to Know* (NBC); daytime program, *Matinee* (NBC); best new program, *Wide, Wide World* (NBC).

For radio: entertainment, *Conversation* (NBC); news, *Howard K. Smith* (CBS); education and information, *America's Town Meeting* (ABC); classical music, *Voice of Firestone* (ABC); literature and philosophy, *Invitation to Learning* (CBS); children's program, *Carnival of Books* (NBC); teenagers' program, *Make Way for Youth* (CBS); agricultural program, *National Farm and Home Hour* (NBC); daytime program, *Monitor* (NBC) and best new program, *Biographies in Sound* (NBC).

Nevada Honors 'Death Valley'

THE STATE of Nevada honored a veteran radio-tv program and its sponsor Friday in public ceremonies in Carson City. Gov. Charles H. Russell issued a proclamation honoring *Death Valley Days* and Borax Co., for "accurately recreating . . . events exemplifying the vision and courage of those who pioneered the state of Nevada." The governor also commended Mrs. Ruth Woodman, writer of the series since its inception.

Mrs. Dorothy B. McCann, wife of the vice president of McCann-Erickson and creative supervisor of *Death Valley Days*, presented prints of two films in the new tv series, *Nevada's Plymouth Rock*, to the governor. Mrs. McCann produced the first *Death Valley Days* on radio in 1930.

Washington IRE Makes Awards

CITATIONS for distinguished service were presented last Saturday by the Washington Section, Institute of Radio Engineers, at its annual banquet in Washington. Among those honored were FCC Comr. Edward M. Webster; Fred W. Albertson, Washington attorney; Fred P. Guthrie, RCA Frequency Bureau, and Eugene H. Rietzke, Capital Radio Engineering Institute.

AWARD SHORTS

James G. Riddell, president-general manager, WXYZ-AM-FM-TV Detroit, awarded plaque commemorating 25 years in radio-tv, presented by Louis Miriani, acting city mayor, for some 300 friends at testimonial.

Edward R. Murrow, CBS commentator, named by N. C. Gov. Luther H. Hodges "Ambassador of Good Will for the State of North Carolina." Award was made at WBT-AM-TV Charlotte studios.

Ken D. Given, manager, WLBJ Bowling Green, Ky., proclaimed 1955 "Citizen of the Year" by local Civitan Club.

Ziv Tv International Div., N. Y., received diploma award from Tv-Radio Critics of Havana, Cuba, for Spanish-dubbed *Science Fiction Theatre*, called "most distinguished film program of Cuban television in 1955."

Don Heilemann, news photographer at WXIX (TV) Milwaukee, presented award by Wis. Press Photographers Assn. for best spot news-feature-sports film among state tv stations.

WINNER of the Greeley, Colo., Junior Chamber of Commerce Distinguished Service Award is Bill Stewart, general manager of KFKA in that community. Mr. Stewart (l) is presented the award by Floyd Oliver of the Greeley Jaycees.

BMI PROGRAM CLINIC SCHEDULE SET

Officials predict record attendance at programming sessions to be held throughout country beginning Feb. 26.

ATTENDANCE of nearly 3,500 is expected by Broadcast Music Inc. during this year's 42 program clinics which start next Sunday and last through June 15, with the exception of a six-week hiatus around the NARTB convention in April. The attendance figure was given by Glenn Dolberg, BMI vice president in charge of station relations, who said that 1955's turnout of 2,779 was an all-time high.

BMI has arranged once again for concurrent tours of two teams of speakers, with the first two starting Feb. 26 in Little Rock and Feb. 27 in Seattle, Wash. Final clinic on the 1956 agenda will be held June 15 in Estes Park, Colo.

Among the topics to be discussed during the 1956 clinics will be the continuing challenge of radio, programming for the women's audience, facts about the farm audience, getting the most out of local news and a look at public service programming. Speaking for BMI at various sessions will be Carl Havelin, president, Turner Cooke, Justin Bradshaw and Mr. Dolberg.

Following is an itinerary of the BMI clinics by dates:

Feb. 26: Marion Hotel, Little Rock, Ark.; Feb. 27: Olympic Hotel, Seattle; Feb. 29: Heidelberg Hotel, Jackson, Miss. and Benson Hotel, Portland,

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Ore.; March 2: St. Charles Hotel, New Orleans and Clift Hotel, San Francisco; March 5: Dinkler-Jefferson Davis Hotel, Montgomery, Ala., and Ambassador Hotel, Los Angeles; March 7: Westward Ho Hotel, Phoenix and Dinkler-Plaza Hotel, Atlanta; March 9: Alvarado Hotel, Albuquerque and Columbia Hotel, Columbia, S. C.; March 12: Baker Hotel, Dallas and Sedgefield Inn, Greensboro, N. C.; March 14: Shamrock Hotel, Houston and Roanoke Hotel, Roanoke, Va.; March 16: Skirvin Hotel, Oklahoma City, and McLure Hotel, Wheeling, W. Va.; March 19: Statler Hotel, Washington, D. C.; March 21: Holiday Motor Hotel, Harrisburg, Pa.; March 23: Brown Hotel, Louisville, Ky.

May 1: Hildebrecht Hotel, Trenton, N. J., and Hotel Ft. Des Moines, Des Moines; May 9: Leland Hotel, Springfield, Ill., and Dinkler-Andrew Jackson Hotel, Nashville, Tenn.; May 11: Indianapolis Athletic Club, Indianapolis and San Juan Hotel, Orlando, Fla.; May 13: Lassen Hotel, Wichita, Kans.; May 14: Sheraton Hotel, Rochester, N. Y.; May 16: Missouri Hotel, Jefferson City, Mo., and Somerset Hotel, Boston; May 18: Blackstone Hotel, Omaha and Eastland Hotel, Portland, Me.; May 21: Deshler-Hilton Hotel, Columbus, Ohio; May 23: Pantlind Hotel, Grand Rapids, Mich.; May 25: Plankinton Hotel, Milwaukee; June 4: Elks Lodge, Caldwell, Idaho; June 6: Rainbow Hotel, Great Falls, Mont.; June 8: Edgewater Beach Hotel, Detroit Lakes, Minn. (note: tri-state clinic for North Dakota, South Dakota and Minnesota); June 11: Utah Hotel, Salt Lake City; June 13: Bank of Commerce Bldg., Sheridan, Wyo., and June 15: Stanley Hotel, Estes Park, Colo.

World Raises Talent Budget, Signs New Recording Stars

PREDICTING a widening interest in local-level radio programs designed for national and local spot sponsorship, Herbert Gordon, vice president in charge of programming for World Broadcasting Co., last week reported that the company has raised its 1956 talent budget by 23% over last year's.

The company, he said, has signed several top recording artists, including Doris Day, Victor Young, Russell Armes and Bobbie Hackett to record programs during the year. In addition to this new talent, he said, WBS will issue a series of 1956 musical releases starring such artists as Peggy Lee, Helen O'Connell, Ray Bloch, The Three Suns, Ken Griffin, David Rose and Les Brown.

Sisco to UP Chicago Post

PAUL C. SISCO has been appointed Chicago radio bureau manager of United Press, succeeding William E. Spicer Jr., who recently was named UP Iowa manager. Mr. Sisco joined the press association in November 1951 and previously worked for the *Cicero-Berwyn* (Ill.) *Life* newspapers and the City News Bureau of Chicago.

PROGRAM SERVICE PEOPLE

Clifton W. Phalen, president, Michigan Bell Telephone Co., elected executive vice president of American Telephone & Telegraph Co. He assumes new post March 1 in New York.

David E. Chute, staff member of United Press radio dept., N. Y., appointed radio features editor. Other UP radio promotions in New York: **Philip Spahn** to night radio bureau manager; **Joseph C. Calitri** to overnight radio bureau manager, and **Zeta T. Baird,** Iowa State U. graduate, to radio staff.

Paul Keough, former public relations representative for Robert Montgomery, to Hardy Burt Productions, N. Y., handling research for Mr. Burt's news and discussion programs on radio and television.

RCA UHF RIG BEAMS 4½ MILLION WATTS

Experimental unit at Lancaster, Pa., presages new era in super-power ultra high television, company believes. Present legal limit is 1 million watts, but 5 million ceiling has been proposed at FCC.

THE HIGHEST continuous-wave uhf television power output ever achieved—4.5 million w of radiated power at 537 mc (ch. 23)—has been produced by RCA at Lancaster, Pa., W. W. Watts, executive vice president for electronic components, announced Thursday. He said success of the experiment makes possible extended and improved television broadcast service throughout the U. S.

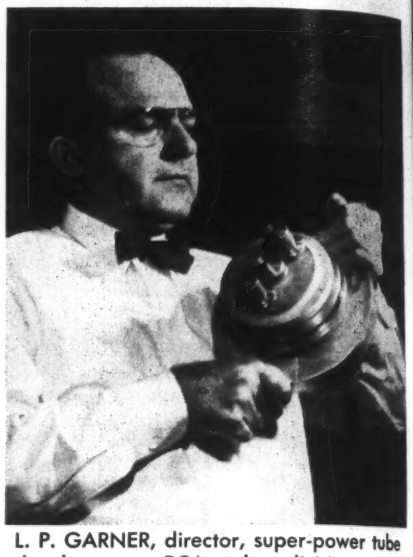
The 4.5 million w produced in the Lancaster experiment is more than four times the output of the most powerful existing uhf station, Mr. Watts pointed out. He said:

"The experiment, latest development in RCA's continuing program to improve uhf tv broadcast equipment and techniques, coupled an RCA super-power uhf antenna with a developmental super-power electron tube to produce the record-high effective radiated power," Mr. Watts explained.

"Although uhf television stations are permitted a maximum of one million watts of effective radiated power under existing regulations of the FCC, it is hope that this limit will be raised as technological advances reach the commercial stage.

"The 4½-million w of radiated power produced at Lancaster were obtained by feeding approximately 100 kw generated by the electron tube, into the antenna which has a gain of nearly 50. Station WBRE-TV Wilkes-Barre, Pa., which went on the air a year ago as the nation's first million-watt uhf tv broadcaster, utilizes a type of RCA super-power antenna similar to that used in the Lancaster experiment. The same type of antenna is in operation at uhf station KPTV (TV) Portland, Ore.

"This test of tube and antenna establishes the engineering validity of ultra-high-power, ultra-high-frequency broadcasting. Radiated power in the order of four to five million watts would enable uhf tv stations, so equipped, to extend the area of primary coverage and offer improved television service throughout the present so-called fringe or weak-signal areas."



L. P. GARNER, director, super-power tube development, RCA tube division, Lancaster, Pa., displays one of the transmitting tubes used in tests which radiated 4½ million w at 537 mc (ch. 23).

Proper Use of Research Urged by RCA's Ewing

WITH RESEARCH now a $5 million industry, the business executive must "properly understand and use industrial research" if his firm is to survive today's business competition, according to Dr. Douglas H. Ewing, RCA Labs vice president.

Dr. Ewing, speaking before an executive development class at Drake U., Des Moines, said "today's executive is under fire, so to speak, from two sides. With greater competition, he must improve, innovate or expand in order to hold or increase his share of the business. With the increased complexity and cost of productive machinery, his relative investment is becoming so great that any mistakes have become almost prohibitively expensive. There is, of course, no substitute for good business judgment in a situation like this—but good judgment is still based on good information."

Hotpoint Co. Plans to Begin Manufacture of Video Sets

BACKED by its parent General Electric Co., Hotpoint Co. will move into the tv set manufacturing line this summer, it was announced last week.

The GE subsidiary will unveil a full line of 14-24 inch receivers in July and also is mapping plans for color set production under the Hotpoint brand name once the monochrome line "becomes more stabilized." Black-and-white sets will be made at the outset in one of General Electric's plants, it was explained.

The announcement by Hotpoint President John C. Sharp Tuesday confirmed reports of recent weeks that the range-freezer manufacturer would enter the television field. The decision to sell tv receivers hinged on the fact that Hotpoint has shown rapid sales growth in recent years, realizing its best year in 1955.

Hotpoint will set up a new product department for television, Mr. Sharp said. The company's operations recently were decentralized, giving product managers greater responsibilities.

AB-PT Buys 22% Block Of Research Organization

AS A NEW MOVE in American Broadcasting-Paramount Theatres Inc.'s policy of "broadening" its activities, AB-PT and Western Union last week announced that each will acquire a 22% interest in Technical Operations, Arlington, Mass., a manufacturing, research and development organization.

Under the contract, subject to approval of Technical Operations' stockholders at a March 13 meeting, AB-PT and Western Union will have options to increase individual stock interest up to 25% each.

Each company will buy 46,119 shares of common at $6 per share, increasing the working capital of the New England firm by $553,000. Technical Operations works on the application of nucleonics, operations research, chemistry, physics and eletronics to industry and government uses and currently is conducting research and development for the Armed Forces, the

Dept. of Defense, the Atomic Energy Commission and others.

Last April, Western Union purchased a one-third interest in Microwave Assoc. Inc., Boston, of which AB-PT already held and continues to hold a one-third interest. Microwave designs and produces magnetrons, silicon diodes, radar components, microwave test equipment and other electronic devices.

WESTINGHOUSE STRIKE DICTATES COLOR PLANS

Company plans production of 22-inch sets using all-glass color tubes within a few months. RCA sticks to metal tube until change considered practicable.

ALTHOUGH production facilities have been strapped by a prolonged strike, Westinghouse is ready to begin making color tv sets within a few months, providing its labor dispute is settled in reasonable time. The company said last week it will employ its 22-inch rectangular, all-glass color tube, a type officials believe is being used solely by Westinghouse.

In the past, Westinghouse made 15-inch and 19-inch color sets. Although glass, these picture tubes had metal flanges and were round. RCA's color picture tube is a 21-inch round, metal, aperture-mask type. RCA officials at the Bloomington, Ind., showing of the industry's first color tv set mass production line [B•T, Feb. 6], said privately that RCA may consider making all-glass tubes if and when the firm feels they are practicable in cost, or judged to be otherwise necessary.

So far, RCA—as expressed in Bloomington by W. Walter Watts, RCA executive vice president of electronic components—"has never for one minute lost its faith" in the round metal-type tube. Mr. Watts said then: "Despite doubts expressed by a few others, we have gone ahead with our plans to concentrate efforts on this tube. The extensive array of new equipment which has been installed and of which there is more to come has been designed to handle this tube and this tube only. At this time we see no reason to depart from this view. In our opinion no other proposed color tube is near the mass production stage."

Westinghouse Electric Corp. has had its radio-tv receiver production shut off several months, as a result of the employes strike which was in its 123rd day Thursday. Spokesmen said color set production would have been announced for an earlier start except for the strike.

The Westinghouse color set will be "small" and "compact" enough to permit production of color table models, according to E. J. Kelly, the division's general manager. He said the size of the color table model will approximate the current 21-inch monochrome set. In the proposed Westinghouse line, color consoles will be made in a variety of styles.

Although Westinghouse officials avoided any specification of retail price for its color models, Mr. Kelly noted that his firm's price level would be "competitive." As amplified by spokesmen, Westinghouse believes it can meet any price reductions of other color receiver makers—principally RCA, which is expected to announce a lower color set price in the summer or fall—so long as the cuts are economically feasible.

Zenith Suit Against RCA, Others, Set Oct. 1 in Chicago

A COUNTER SUIT filed by Zenith Radio Corp. and its subsidiary, Rauland Corp., against RCA and two other manufacturers will be heard in Chicago Federal District Court Oct. 1, it was reported last week.

The date was set by Judge Michael Igoe, one of the judges involved in the long-pending trade restraint suit against RCA, General Electric Co. and Western Electric Co. Zenith is seeking $16 million in treble damages in its counter suit to action filed in 1948 by RCA, which charged Zenith and Rauland with patent infringements.

A similar suit is pending in Wilmington, Del.

Sears And Two Other Firms To Produce Sets in Mexico

FORMATION of a new Mexican radio-tv set manufacturing company, Electronica Mexicana, by Sears, Roebuck & Co. and two suppliers was revealed Tuesday by John S. Holmes, president of Warwick Mfg. Corp.

Warwick and Pacific Mercury of California are the suppliers joining Sears in the venture, designed to capture a sizable part of the production market in Mexico, according to Mr. Holmes. Warwick, which supplies Sears with sets, recently acquired Crescent Industries Inc., as a subsidary.

The Mexican plant presently is being used to make cabinets. Production on radio-tv receivers will start as soon as Mexican mechanics and supervisors are trained and as rapidly as market conditions permit. The plant covers some 40,000 square feet.

Sarkes Tarzian Ships to 11

SARKES TARZIAN Inc., Broadcast Equipment Div., Bloomington, Ind., has reported shipments of tv studio equipment to six stations and two universities. Scheduled to receive the equipment are: U. of Oklahoma, Norman; U. of Florida, Gainesville; KTXL-TV San Angelo, Tex.; KTTV (TV) Los Angeles; WKJG-TV Ft. Wayne, Ind.; WJMR-TV New Orleans; WORA-TV Mayaguez, P. R., and XEJ-TV Juarez, Mex. Also reported by Sarkes Tarzian were shipments of tv microwave equipment to KGUL-TV Galveston, Tex., and WTVT (TV) and WFLA-TV, both Tampa, Fla.

Transistors Triple in '55

SALES of transistors by factories tripled in 1955, according to Radio-Electronics-Mfrs. Assn., totaling 3,646,802 units compared to the previous year's 1,317,327. The figure includes transistors used in both entertainment and non-entertainment types of equipment.

1955 Best Year for Sylvania

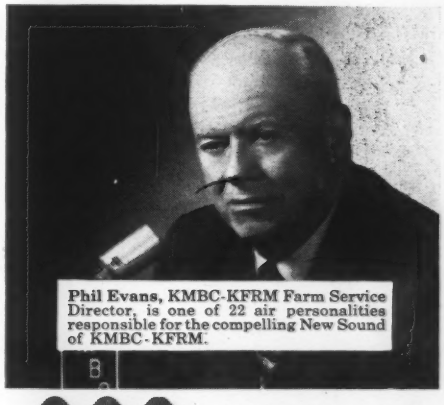
NET SALES and income in 1955 for Sylvania Electric Products Inc., New York, were the highest in the 54-year history of the company, Don G. Mitchell, president, reported last week. He listed net sales at $307,371,315 as compared with $281,641,987 in 1954 and net income at $13,812,970, as against $9,480,941 in 1954.

MANUFACTURING PEOPLE

Louis H. Niemann, eastern district sales manager, CBS-Hytron, Danvers, Mass., division of CBS Inc., N. Y., appointed equipment sales manager. **Lee Ballengee Jr.,** assistant sales manager in charge of field sales, General Instrument Corp., Elizabeth, N. J., succeeds Mr. Niemann as CBS-Hytron eastern district sales manager. with headquarters at Newark, N. J.

J. P. Van Duyne, manager of color tv engineering, Westinghouse Electric Corp., Metuchen. N. J., appointed manager, engineering sub-division of television-radio department. **O. H. Fernald** appointed supervising engineer in charge of color tv engineering, and **A. S. Goldsmith** to supervising engineer in charge of radio engineering.

Robert H. Shaw, with radio-television division of Sylvania Electric Products Inc., N. Y., since 1952 in executive capacities, elected president and general manager of Victor H. Meyer Distributing Corp., New York City distribution subsidiary for division. **Kenneth W. Connor,** Sylvania district sales manager, Atlanta, named eastern sales manager of radio-tv division, succeeding **Peter J. Grant,** recently named manager of sales management development.



Phil Evans, KMBC-KFRM Farm Service Director, is one of 22 air personalities responsible for the compelling New Sound of KMBC-KFRM.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Free & Peters Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

LIBEL
SLANDER
PIRACY
PRIVACY
COPYRIGHT

Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

CANADA'S COMMISSION ADVERTISES FOR BRIEFS

Deadline set for April 15, with public hearings scheduled to start April 30. Sessions to be held throughout the country.

A DEADLINE of April 15 has been set by the Royal Commission on Broadcasting for the receipt of briefs from organizations, associations and individuals. Public hearings are to start on April 30, and the Canadian organization plans to hold sessions throughout Canada.

An advertisement carried in all Canadian publications over the signature of the Royal Commission's chairman, R. M. Fowler (president of the Canadian Pulp and Paper Assn., Montreal, Que.), stated that all intentions to file briefs must be in the hands of the commission at Ottawa by March 1, so that the commission can set its travel agenda for public hearings. Thirty copies of each brief must be filed with the commission.

Under terms of reference the Royal Commission on Broadcasting is directed to examine and make recommendations upon:

(a) the policies to be followed by the Canadian Broadcasting Corporation in its television broadcasting activities and the relation of such policies to the finances of the CBC;

(b) the measures necessary to provide adequate proportion of Canadian programs for both public and private television broadcasting;

(c) the financial requirements of the CBC for television broadcasting and the relation of these to the extent, nature, standards and distribution of programs;

(d) the financial requirements of the CBC for sound broadcasting in the light of the development of television and the growth of population in the new areas of Canada;

(e) the manner in which the finances for the television and sound broadcasting operations of the CBC should be provided and managed;

(f) the licensing and control of private television and sound broadcasting stations in the public interest; and

(g) such other related matters as the commissioners consider should be included in reporting properly upon those specified.

The three-man commission was appointed early in December [B•T, Dec. 12, 1955] and its findings are expected to have an important bearing on the development of television and sound broadcasting in Canada. Previous commissions have set the tone of Canada's present system of a mixture of private and public broadcasting, with the publicly-owned organization also being the regulatory body. Private broadcasters are expected to urge that an independent regulatory body be established to regulate both the private and publicly-owned stations. Basic CBC presentations before the commission are expected to deal with future financing through taxation or license fees.

ITA MAY CUT TIME FOR U. S. TV FILMS

THE British Independent Television Authority, which supervises commercial television in Britain, has indicated it will cut the time now given to American filmed material. The report of such a move came after a protest from 15 British trade unions and professional organizations against the "high" percentage of American films in the total program time given to filmed material. The unions charged the U. S. share is now at 70%, whereas ITA promised the unions foreign filmed material would only get a maximum of seven hours per week out of a total of 50 program hours. Both sides have set a new meeting of delegates within the next four weeks.

The protest against the number of U. S. films on British tv was submitted by the unions to Sir Robert Fraser, director-general of the ITA.

Representatives of the 15 organizations told Sir Robert that they monitored ITA programs and found that a mere 30% of the "filmed drama material" used was from Britain. The rest, 70%, that is, was American, it was reported. The survey reportedly covered "a typical month" of ITA programming.

An interim agreement between the ITA and the unions setting the seven-hour limit was originally reached in October 1955.

Record Canadian Tv Sales

SALE OF television receivers for the calendar year 1955 in Canada totaled 776,536, the highest figure on record, compared to 619,428 sets sold in 1954. Figures released by the Radio-Electronics-Television Manufactures Assn. of Canada, at Toronto, Ont. showed value of sets sold in 1955 at $237,119,654. The association reports that projected production for the first three months of 1956 is 159,117 receivers. Almost 600,000 sets sold in 1955 were in the 18 to 22 inch screen size. Regionally the province of Ontario accounted for 287,670 sets sold in 1955, Quebec 204,530, Nova Scotia 43,362 sets, New Brunswick and Prince Edward Island 25,983, Newfoundland 10,073, Manitoba 55,783, Saskatchewan 22,775, Alberta 54,966 and British Columbia 71,394 sets.

TV SECTION UP FOR VOTE AT BBM'S MARCH MEET

Bureau's survey of independent television stations shows that 22 of 25 on air in Canada are interested in set counts by areas and counties.

ESTABLISHMENT of a television section of the Bureau of Broadcast Measurement, Toronto, is to be voted on at the March 28 annual meeting of the BBM at Toronto in conjunction with the annual meeting of the Canadian Association of Radio and Television Broadcasters. A survey of independent television stations by BBM has shown that 22 of the 25 now on the air in Canada are interested in a tv set count by areas and counties.

Such a set count is to be undertaken as soon as possible, financed by a bank loan to be amortized by fees to be received from stations and other BBM members who wish to participate. No funds from BBM radio station members are to be used for this tv set count. BBM has taken two pilot studies on tv set count and on these has based fees to be charged stations for such a check on number of tv sets in use throughout Canada.

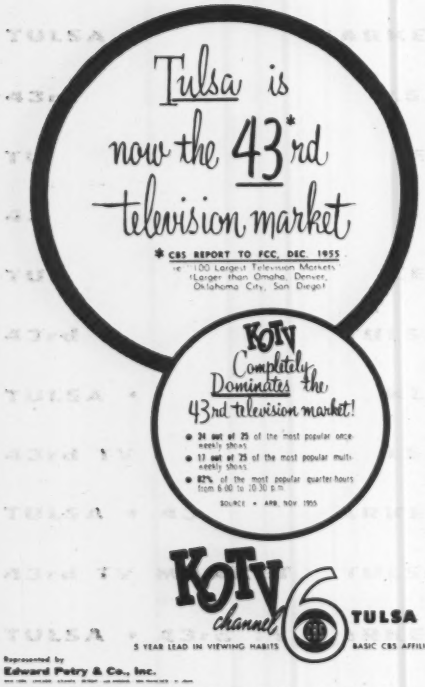
This information has been publicized by BBM and sent all its members, including 127 radio stations, 69 advertising agencies, 42 major advertisers and 15 radio station representatives, as part of its reply to charges of the Canadian Broadcasting Corp. that there are serious shortcomings in BBM's basic methods of operation and techniques. CBC's 19 radio stations have resigned from BBM, and CBC had asked BBM not to conduct a 1956 radio station survey.

BBM sent a detailed answer to the CBC charges to all its members, and pointed out that "the 1956 survey is a commitment which must be followed through" and that "it is not within the province of any station or group of stations to demand that a regularly scheduled survey be delayed or cancelled."

The BBM answer emphasized that "with the growing saturation of television ownership, the need for dependable radio coverage data is even more pressing at this time than in 1954. It is vital that any impression either in the CBC or elsewhere that radio is becoming a secondary, somewhat ineffective medium be corrected. There is strong evidence from recent BBM research that while listening habits may have changed, radio is a remarkably vital medium which, if anything, has been underestimated."

The letter to members outlines new developments in the 1956 radio survey now underway —including a change in sampling design to assure more consistent dispersion of mailed ballots over components of reported areas. A target date of June has been set for station reports to be ready.

At the request of regional associations of


Tulsa is
now the 43rd
television market
* CBS REPORT TO FCC, DEC. 1955
(Larger than Omaha, Denver, Oklahoma City, San Diego)
KOTV
Completely Dominates the 43rd television market!
• 24 out of 25 of the most popular once-weekly shows
• 17 out of 25 of the most popular multi-weekly shows
• 82% of the most popular quarter-hours from 6:00 to 10:30 p.m.
SOURCE • ARB, NOV 1955
KOTV channel 6
TULSA
5 YEAR LEAD IN VIEWING HABITS
BASIC CBS AFFILIATE
Represented by
Edward Petry & Co., Inc.

70 million people who once knew freedom wait for words you send

"...and the truth shall make them free!"

You can sponsor a minute of truth for Europe's captive people. And this is why you should:

Suppose for a moment that you are a Czechoslovakian, a Pole, a Hungarian, Bulgar or Romanian—trapped in your Satellite homeland. Now suppose that you hear on the *official* state radio that the U. S. threatens war! Could it be true? How can you *know* where truth stops...and propaganda begins?

Fortunately there is a source—*the honest opposition voice of Radio Free Europe!* Its programs deal with life *inside* as well as outside the Iron Curtain. The truth they spread up to 20 hours a day nourishes the spirit of freedom and the will to resist.

Continued effectiveness of Radio Free Europe depends on private support from millions of Americans who believe freedom can become a reality everywhere. Each dollar sponsors a minute of truth behind the Iron Curtain. *How many will you give?*

Support Radio Free Europe • send your truth dollars to CRUSADE for FREEDOM
c/o Local Postmaster

PUBLIC SERVICE ADVERTISING COUNCIL

BROADCASTING TELECASTING

broadcasters and the CARTB, pilot studies of program rating surveys have been made by BBM in the past year. The March annual meeting will be asked to vote on whether such rating studies are to be continued for publication in the future.

New Canadian Stations Recommended by CBC

NEW RADIO STATIONS for suburban areas of metropolitan Canadian cities were recommended by the board of governors of the Canadian Broadcasting Corp. at its meeting at Ottawa earlier this month.

Howard Caine, formerly manager of CKFH Toronto, Ont., has been recommended for a 1 kw daytime and 500 w nighttime station on 1250 kc at Oakville, Ont., a western suburb of Toronto. He plans to form a company consisting of radio advertising executives who live in the Toronto suburban area.

Radio-Iberville Ltd. has been recommended for a 1 kw daytime station on 1090 kc at St. Jean, Que., a suburb of Montreal on the south shore of the St. Lawrence River. Another applicant for a station there, Jean-Philippe Toupin was turned down. The CBC board stated in its recommendation that Radio-Iberville Ltd. "has shown more thorough plans for a station which would give community service over a wider area, and has more extensive evidence of public support."

CFRA Ottawa, Ont., was recommended for an experimental synchronous booster station at Almonte, Ont., with power of 50 w on 560 kc. This license is granted for technical expermentation purposes for one year only.

Frontier City Broadcasting Co. Ltd., Swift Current, Sask., was confirmed in its recommendation for a 250 w station on 1400 kc following request of another applicant, Swift Current Broadcasting Co. Ltd., that the hearings for the application be re-opened. Frontier City Broadcasting had been recommended for the license at the September 1955 CBC board meeting.

James Piggott, who had asked for an fm station on 98.1 mc at Toronto, Ont., was turned down by the board because the station would be used primarily for point-to-point transmission of a store music service. The CBC board rejected the application on the grounds that "all other licensees of stations using broadcasting channels assume obligations for much wider and more varied service for the public."

Power increases were recommended for CFCM-TV Quebec, Que., from 1.27 kw video to 12.65 kw video and from 635 watts audio to 6.33 kw audio, on ch. 4, and CHLT-TV Sherbrooke, Que., ch. 7, from 17.3 kw video to 170 kw video and 8.8 kw audio to 100 kw audio. The station is not yet on the air. A directional antenna 1,920 feet above average terrain will be used.

Application for a low-power tv station at Kamloops, B. C., was deferred to give the CBC board more time to study the economic feasibility of such a station in this area and means of supplying it with national program material.

CJBR-TV Rimouski, Que., requested to be leased to Central Public Service Corp. Ltd., Rimouski, which the CBC recommended since this company is the parent company of the licensee. Transfer of control of CHLT Sherbrooke Que., and CKRB Ville St. Georges, Que., was recommended, as were share transfers of a number of stations.

BBDO Plans Canadian Office Making U. S. Total There 23

BBDO plans to open an office in Toronto, Ont., becoming the 23rd U. S. advertising agency wtih a Canadian office. The new office will serve clients already operating in Canada, plus the placing of new Canadian business. Where BBDO clients have Canadian agencies, no change is expected to be made.

Sullivan, Stauffer, Colwell & Bayles Inc. also is planning to open a Toronto office in the near future.

Agencies already in Canada are J. Walter Thompson Co.; D'Arcy Adv.; Young & Rubicam; Hutchins Adv. Ltd.; Ellis Adv. Co.; Kenyon & Eckhardt; Atherton & Currire; Ruthrauff & Ryan; Grant Adv. of Canada; Erwin Wasey of Canada; Dancer-Fitzgerald-Sample of Canada; Foote, Cone & Belding; Weill & Eby; Robert Otto & Co.; Needham, Louis & Brorby of Canada; Leo Burnett of Canada; McCann-Erickson; MacManus, John & Adams of Canada; Donahue & Coe; Ross Roy of Canada; Benton & Bowles, and Bennett & Northrop.

Finnerty Heads B. C. Assn.

MAURICE FINNERTY of CKOK Penticton, B. C., was re-elected president of the British Columbia Assn. of Radio & Television Broadcasters at the association's annual meeting a fortnight ago in Vancouver. Chuck Rudd of CHUB Nanaimo was renamed vice president.

British Tv Sets Increase

THERE were 5,400,083 licensed television sets counted in Great Britain on Jan. 1, representing a gain of 138,384 tv sets over the Dec. 1, 1955, figure.

BBC Survey Reports ITA Audiences Rising

INTERNATIONAL Television Authority's commercial television during the first quarter of free competition between commercial and non-commercial tv in Britain made large inroads into British Broadcasting Corp. audiences, according to a survey issued by the BBC.

Percentages among viewers who have a choice of BBC or ITA were as follows for the last three months of 1955:

	BBC	ITA
October	57%	43%
November	56%	44%
December	49%	51%

Because of BBC's national coverage, however, the total BBC audience was 20 times that of ITA. The average ITA evening audience in the three-month period, according to the BBC report, was 275,000 (about 235,000 in the first seven weeks; 325,000 in the last six weeks). The average BBC audience in southeast England, the area where ITA programs can be received, was 1,625,000.

The average evening adult audience for radio in Britain decreased from 5.5 million in the last quarter of 1954 to 4.8 million in the corresponding quarter of 1955. The loss is credited to listeners who bought tv sets.

Other figures released by BBC indicate that the evening adult tv audience in Britain, for both ITA and BBC services, now is at 5.9 million. This represents 15.8% of the adult population of the United Kingdom.

RCA International Div. Makes Latin American Appointments

RCA International Div., New York, last week announced five new executive appointments in RCA-associated companies in Latin America.

M. S. Hazzard, vice president and general sales manager, RCA Victor Mexicana, S. A. de C. V., was named president of the firm, with F. C. Spielberger, consumer products sales manager, appointed as his successor.

Other executive changes: J. P. Cougnenc, director of RCA International's associated company operations department, to vice president and operations manager, RCA Victor Argentina, S.A.I.C.; J. Del Rio, manufacturing and engineering manager, Corporacion de Radio de Chile, S. A., to vice president and operations manager of that firm, and D. Daughters, assistant manager of the Chilean organization, to distribution manager, RCA Victor Radio, S. A., Rio de Janeiro.

Australia to See NBC Series

SALE of *Paragon Playhouse* and *The Life of Riley* to the Australian Broadcasting Commission, for showing at the start of the commission's tv operations this autumn, has been announced by NBC Film Div. The syndicated series' sales were handled by the division's Australian and New Zealand representatives, Amalgamated Wireless (Australasia) Ltd., Sydney. The division last year sold *Inner Sanctum*, *Hopalong Cassidy* and *Roy Rogers* for showing on British commercial tv.

Canadian Tv Rep Formed

TELEVISION REPRESENTATIVES Ltd. has been formed at Toronto, Ont., to handle the television station representative business previously handled by Radio Representatives Ltd. and the two firms moved into new quarters at 76 St. Clair Ave., West. Gordon Ferries was named president and general manager.

Television Representatives Ltd. will represent CFQC-TV Saskatoon, Sask., and CFRN-TV Edmonton, Alta., with branch offices in Montreal, Que., Winnipeg, Man., and Vancouver, B. C.

INTERNATIONAL SHORTS

Ford Motor Co. of Canada Ltd. (Ford Monarch cars), Toronto, on March 2 starts live weekly show *Graphic*, on CBC-TV, showing Canadians at work all over world. Program, one of most ambitious attempted by Canadian Broadcasting Corp., requires full-time staff of 30 at Toronto and will be telecast on all Canadian tv stations, network and kinescope. Agency is Cockfield, Brown & Co. Ltd., Toronto, Ont.

CBFT (TV) Montreal, Que., ch. 2 station owned by Canadian Broadcasting Corp., to increase power from 15.7 kw video to 100 kw video, and audio from 8.3 kw to 50 kw. CBFT was first Canadian tv station on air in September 1952.

Sullivan, Stauffer, Colwell & Bayles, N. Y., reported planning to open Canadian office at Toronto, Ont. Television accounts for Best Foods, Lever Bros., Noxema, and others are understood to be main reason for Canadian move.

South West German Radio, to operate on ch. 8, will use new 10 kw tv transmitter now under construction at Feldberg, Black Forest, West Germany. Transmitter will be 5,000 ft. above sea level.

CKLB Oshawa, Ont.; CJSP Leamington, Ont., and **CJMS Montreal, Que.,** have joined Bureau of Broadcast Measurement, Toronto.

Radio & Television Sales Inc., Toronto and Montreal, appointed representative for CHUM Toronto, Ont., and new 250 w station on 1560 kc at Simcoe, Ont. Call letters not yet assigned new station, which expects to be on air April 1.

CKVL Verdun, Que. (suburban Montreal), has issued new rate card, effective March 1, with class A time from 7 a.m. to 8 p.m. One minute rate starts at $36 and quarter-hour at $120.

Canadian Association of Radio & Television Broadcasters list five new stations bringing membership to 137 radio and 25 tv stations. New members are CHRD Drummondville, Que.; CKLY Lindsay, Ont.; CJIC Sault Ste. Marie, Ont.; CHLN Three Rivers, Que., and CJIC-TV Sault Ste. Marie, Ont.

INTERNATIONAL PEOPLE

J. C. Miller to director of advertising of Ford Motor Co. of Canada, Toronto, Ont.

Ray Torgud, production manager, CKRD Red Deer, Alta., Canada; **Stu Phillips,** announcer, CHED Edmonton, Alta., and **Ron Robison,** production manager, CJOC Lethbridge, Alta., all to CHCT-TV Calgary, Alta., Canada, as director-announcers.

George Retzlaff, supervising producer of Canadian Broadcasting Corp. tv sports programs at Toronto, Ontario, loaned to Australian Broadcasting Commission to train Australian tv sports and special events personnel and to organize tv coverage of the 1956 Olympic Games being held at Melbourne in November. He leaves for Australia in April.

Flo Davidson, CJKL Kirkland Lake, Ont., and National Broadcast Sales, Toronto, Ont., to Schneider Cardon Adv. Co., Toronto, Ont., as radio director.

Yves Menard, Needham, Louis & Brorby, Toronto, Ont., to J. Walter Thompson Co. Ltd., Montreal, Que.

Maurice Lawrence, Hayhurst Adv. Agency, and Standard Brands Ltd., Toronto, Ont., to Nestles Canada Ltd., Toronto, Ont., as advertising manager.

John C. Morris, National Broadcast Sales Ltd., Toronto, Ont., station representative firm, to CKSL London, Ont., new 5 kw station which will go on the air this spring, as sales manager. CKSL will be represented by National Broadcast Sales.

Bob Aiken, former assistant manager CJIB Vernon, B. C., to CFRB Toronto, Ont., as retail sales manager.

Ian Samson to television production staff of Foster Adv. Ltd., Toronto, Ont.

Clifford Sifton, owner of CKRC Winnipeg, Man., and CKCK-AM-TV Regina, Sask., appointed honorary lieutenant-colonel of Governor-General's Horse Guards, Toronto, Ont., regiment.

Ralph T. Snelgrove, owner of CKBB Barrie, Ont., and CKVR-TV Barrie, elected chairman of Barrie Public School Board.

Gerry Gaetz, manager, CJCA Edmonton, Alta., elected president of Edmonton Chamber of Commerce for 1956.

EDUCATION

U. of W. Plans Dedication Of $1.5 Million Media Bldg.

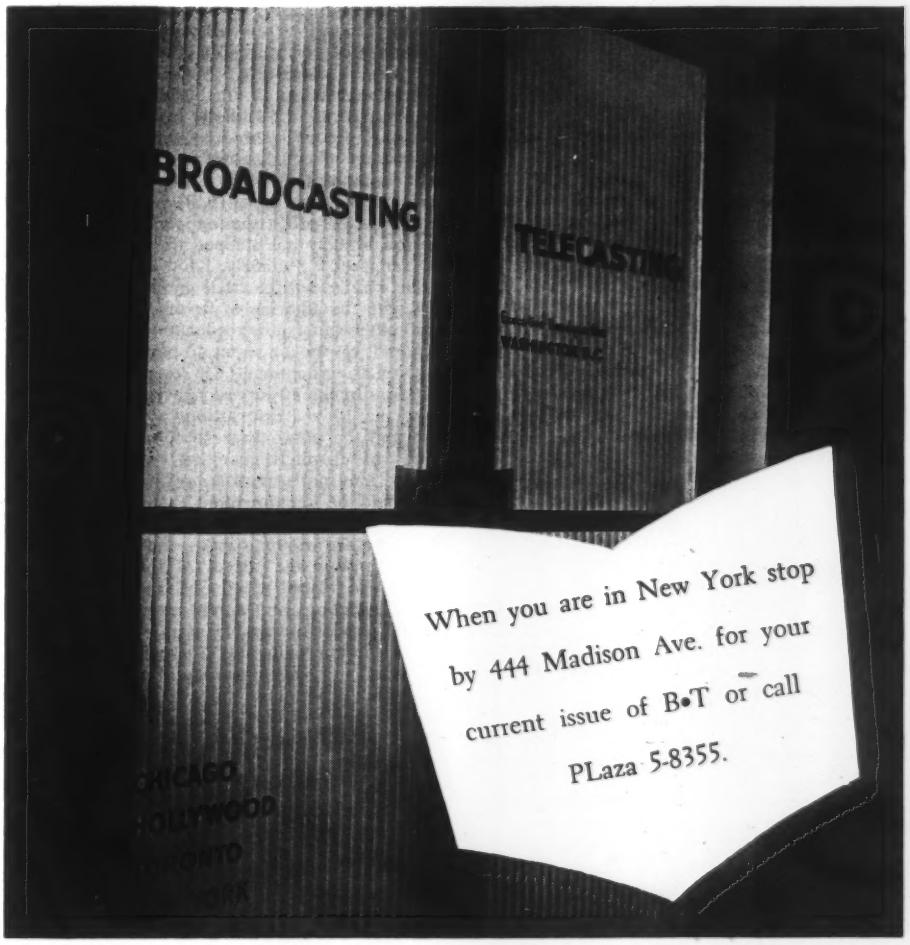
A NEW communications building at the U. of Washington, Seattle, will be dedicated April 6 with columnist-commentator Marquis Childs as featured speaker. Classrooms for radio-tv, journalism and advertising are included in the $1.5 million structure. U. of Washington operates KUOW-FM and uses KCTS (TV), Seattle educational station, for laboratory training.

Study of Teaching by Tv Planned by S. F. College

SAN FRANCISCO State College last week began a research project to determine the effectiveness of television as a means of teaching an undergraduate program in general education. The study was made possible under a $125,000 grant by the Fund for Advancement of Education, an independent agency created by the Ford Foundation.

The actual teaching of the four courses to be offered—economics, psychology, creative arts and English—will take place during the fall and spring semesters of 1956-57 over the facilities of KQED (TV) Berkeley-San Francisco, the area's educational tv outlet.

As envisioned by the college, the project will run as follows: one section of 90 students will take each of the tv courses at home while a second group of 45, matched with the first group as to aptitude, learning experience, etc., will receive instruction in the same subject on the campus. Home students will be brought to the campus every other week for a laboratory-discussion session intended to compensate,



in part at least, for the lack of direct contact involved in a tv lecture.

Some provision may be made for exceptional high school students to take the courses via tv for advanced college credit.

At present KQED (TV) is being aided production-wise by KPIX (TV) San Francisco, which is lending its studios for KQED (TV) programs dealing with parent-child relationships and health education. The series alternate on Tuesday evenings.

EDUCATION SHORTS

KRON-TV San Francisco has established library of films for loan to educational, religious, civic and other groups. Library contains feature length movies of educational value, documentaries and kinescope recordings of station's public service programs.

KBTV (TV) Denver saluted new education station KRMA (TV) Denver with live remote from KRMA's studios on evening of its inaugural telecasts. Viewers of KBTV were taken on tour of facilities and introduced to personnel of station run by Denver Public Schools.

EDUCATION PEOPLE

George L. Hall, deputy chief, education division, International Cooperation Administration, Washington, to Educational Television & Radio Center, Ann Arbor, Mich., as director of development.

Richard S. Burdick, executive producer, WUNC-TV Chapel Hill, N. C., appointed managing director, WHYY-TV Philadelphia, applicant for educational channel 35.

An Educational Stand on Educational Tv

THE FOLLOWING is a condensation of a letter sent B•T in answer to an editorial in which this magazine recommended the FCC reappraise its stand on those tv channels reserved for non-commercial, educational use.

EDITOR:

Some say it is never wise to argue with the editor since he can always have the last word, but I know you will not mind my reporting some facts which evidently were not available to you when you wrote the editorial, "A Plan for New Orleans (and the U.S.A.)" in the Feb. 6 issue of B•T.

In this editorial you question the wisdom of continuing the educational reservations and refer particularly to New Orleans as an example of where the asterisk should be erased and the channel made commercial. These facts, I believe, will be of interest to you and your readers.

The New Orleans Educational Television Foundation, which represents a major portion of the important educational, cultural and civic agencies of that city, has been working diligently during the past three years to establish an educational station.

Having carefully laid the ground work, the Foundation proceeded to implement its plans. With the support of schools, colleges, universities, civic groups, local foundations, business concerns, including commercial stations, and many individual citizens, it was able to raise $476,554.98 in cash and equipment. Having demonstrated local initiative, the Fund for Adult Education granted the Foundation an additional $100,000. Thus, with almost $600,000 in assets, the Foundation filed its application with the FCC. With the planning done and widespread community support achieved and substantial cash and equipment on hand, the success of the station seems now assured.

New Orleans will soon have three commercial stations. With the addition of a fourth station on the reserved channel, the people of New Orleans will soon be receiving a well balanced television service calculated to serve the varied entertainment, educational and cultural interests.

The educational station proposes to operate initially 25 hours per week, Monday through Friday. The schedule will call for 24 different programs a day, or 120 programs per week, covering in-school telecasting, special programs for children, adult education, and religious programs.

The hours proposed are choice afternoon and evening hours. You suggest that the Foundation might better use its money to buy this time on commercial stations rather than build its own station. I am sure you will agree that commercial stations could hardly be expected to give up their important network programs, especially during evening hours. Even if they would, at prevailing commercial rates, it would cost the Foundation more than $800,000 a year to purchase comparable time. Thinking in long range, realistic terms, obviously it will be much cheaper for the educators to build and operate their own station.

In terms of commercial values, a proposal to operate 25 choice hours per week is a good beginning. But it should be stressed this is only a beginning. This has been the pattern in both commercial and educational stations. You will recall the limited schedules of commercial stations when they first began telecasting. WQED (TV), the educational station in Pittsburgh, went on the air April 1, 1954. Initially it operated only 35 hours per week, Monday through Friday. Its present schedule, however, is about twice that amount. WTTW (TV) in Chicago started operating Sept. 19, 1955, with about 12 hours of programming per week. The station already has stepped up the hours to 30 per week. Similarly, KETC (TV) in St. Louis started with a small number of hours, but with the addition of its school programs and other outstanding educational features, it now is on the air about 40 hours per week.

Only 86 vhf channels are reserved for education. In the 20 largest television markets, 7 of the 10 vhf reservations are already in use and the other three soon will be. Thirteen vhf channels occupied out of 86 reserved may not at first seem impressive, but it should be kept in mind that nine of the 86 are in the territorial possessions. Some 30 more are in small cities and towns scattered through the spaces of the West and Southwest where there are very few commercial stations and ample room in the vhf band for all foreseeable users. Accordingly, of the approximately 50 vhf reservations that are presently meaningful in terms of television economics, about 20 are in present use or soon will be. In terms of the use of vhf channels, therefore, educational television's three-year record might be expressed as from 40 to 50%. I believe you will agree this is an impressive record.

Ralph Steetle
Executive Director
Joint Committee on Educ. Tv
Washington, D. C.

— PROFESSIONAL SERVICES —

Hildreth Joins Law Firm

RICHARD HILDRETH, formerly with the Washington, D. C., law office of George O. Sutton has become associated with the Washington communications law firm of Fisher, Wayland, Duvall & Southmayd. Mr. Hildreth was graduated from George Washington U. Law School, Washington, in 1952. He served with the Coast Guard following his graduation and entered communications practice upon release from active duty.

Hogate to Kander & Co.

DON HOGATE, Washington, D. C., public relations counsel, has joined the Washington office of Allen Kander & Co., which negotiates the purchase and sale of radio and tv stations. Mr. Hogate, whose newspaper experience includes work on the *Indianapolis* (Ind.) *Times* and the *Chicago Tribune,* entered the public relations field with General Motors Corp. in 1934. In 1945 he became Washington manager of McGraw-Hill publications, a position he left in 1948 to establish his own business.

Wagner Joins Crisler

PAUL E. WAGNER, former program-production-sales consultant for WKAO-TV San Juan, P. R., has joined R. C. Crisler & Co. Inc., Cincinnati, tv and radio station brokers and financial consultants.

Esau Forms Publicity Firm

JOHN ESAU, general business manager, *Television Age* magazine, has resigned to open his own public relations consulting firm, John Esau & Co., at 420 Lexington Ave., suite 1601, New York 17. Before joining the magazine in May 1955, Mr. Esau was vice president and general business manager of KTUL Tulsa, Okla., and KFPW Ft. Smith, Ark.

Byoir Shifts Top Echelon

TOP executive changes last week at Carl Byoir & Assoc., public relations firm, included: Gerry Swinehart, president, assuming the chairmanship; Carl Byoir, founder and firm's chairman since 1937, becoming chairman of the executive committee; Frank Gavitt and Stuart Hall elected executive vice presidents, and Arthur Hirsch, assistant treasurer, moving up to treasurer. All have been with the organization since the 1930's.

PROFESSIONAL SERVICE PEOPLE

G. F. Leydorf, consulting engineer, has opened offices at 221 Savings & Loan Building, Birmingham, Mich.

Howard K. Back, formerly news editor, Telenews, N. Y., to public relations department, Chrysler Corp., Detroit, as supervisor of television news.

Harvey Posert Jr., formerly with public relations staff of American Bar Assn., to editorial staff of Daniel J. Edelman & Assoc., Chicago and N. Y. public relations firm.

Diane David, formerly with Max Cooper & Assoc., Chicago public relations firm, to Aaron Cushman & Assoc., Chicago, public relations, as account executive.

Ted R. Lazarus, secretary-treasurer of George Blake Enterprises, N. Y., tv film producers, has resigned to join executive staff of Albert Gommi Studios, N. Y., advertising photography firm.

CBS-TV DEVELOPS SPECIAL SHOW

ORSON WELLES will be the dramatic narrator of *Out of Darkness* special program treating mental health and preempting the *Omnibus* Sunday, 5-6:30 p.m. EST period on CBS-TV March 18 [B•T, Jan. 16]. CBS-TV last week said Mr. Welles will read portions of a book, written anonymously some 100 years ago by a mental patient in Glasgow, Scotland. These parts will highlight and lead into sequences of the program. Medical narrator is Dr. William C. Menninger, nationally-known psychiatrist.

NBC TELESALES USES COLOR

MORE than 2,000 key executives of food and drug chain stores and wholesalers scattered throughout 32 cities "got together" Feb. 7 via a special color closed-circuit NBC-TV hookup, as the Mennen Co. (toiletries), Morristown, N. J., reviewed its 1955 achievements last year and advertising and promotion plans for 1956.

Participating in the special telecast, a feature of NBC TeleSales, were top echelon members of Mennen's executive sales staff as well as Dr. Frances Horwich, star of Mennen-sponsored NBC-TV's *Ding Dong School,* Cesar Romero, star of ABC Film Syndication's *Passport to Danger* (which Mennen sponsors on a market-to-market basis), Jack Gregson, chief announcer of the ABC-TV *Wednesday Night Fights,* also a Mennen sponsored property, and a member of the National Basketball Assn.'s teams, whose games Mennen also backs.

TOTAL HALF-TON OF FOOD GIFTS

WHEN-AM-TV Syracuse announce that together they gave away more than half ton of assorted food products during Syracuse's first annual "Food-o-rama" exposition of local food manufacturers and retailers. Products were awarded as prizes of a special "Food-o-rama Derby" electronic quiz game conducted by the stations.

KONI SENDS ITS LOVE

SENTIMENTAL STATION KONI Phoenix, Ariz., adopted February 14 as "her day" with promotion slogan "KONI Loves You." KONI's red printed Valentine rate card proves it's love in the broader since, as well. Appended to rate information is the message, "KONI loves radio and welcomes the opportunity to be of service to all advertisers. If it is not feasible to use KONI, she sincerely recommends that you invest your advertising dollars with another fine Phoenix radio station."

"Here—KRIZ Phoenix says carrots improve the eyesight."

WOR TO STUDY N. Y. TRAFFIC

A LONG TERM radio series probing New York's transportation, transit and traffic problems, called "Project T-T-T," is planned by WOR New York which has announced a special documentary unit to concentrate on the project. The programs currently are slated for Sunday, noon-12:30 p.m. (No starting date has yet been set.) They will examine all aspects of the traffic situation, the subways, taxis, railroads, bridges, busses, parking, commuting and the activities of the Port of New York Authority, the Triborough Bridge Authority and various civic organizations.

UNDER SCOUT 'MANAGEMENT'

NATION BOY SCOUT WEEK found WABC New York Feb. 9 under "management" of a 15-year-old Eagle Scout as the station's executives invited Frank Morris of Boy Scout Troop 231, N. Y., to be "beamed in" on radio broadcasting. Selection was made following screening by the Boy Scout organization in the New York metropolitan area.

WRCA-TV PROMOTES IN COLOR

IN A NEW PROMOTION effort on behalf of color tv in the New York metropolitan area, WRCA-TV has started to shift the bulk of its regular on-the-air promotion to tint. Utilizing the station's five second and 10-second ID's, the promotion entails such slogans as "This is the year—Color Tv Is Here" and "Channel 4—The Colorful Station." WRCA-TV also has been devoting irregular segments of its across-the-board personality shows to "experimental colorcasts."

POLL DRAWS MORE BALLOTS

WNEW New York's 1956 "Make Believe Ballroom" popularity poll which closed last week not only showed a 15% increase in ballots over those cast last year, but also indicated an upset when singer Alan Dale beat out Perry Como for the No. 1 slot. Como dropped to second place, replacing Eddie Fisher who rated fourth this year. Other winners of the poll: Patti Page, retaining her crown for the second straight year; Mitch Miller's orchestra replacing Ray Anthony's, and the Four Lads claiming the Crew Cuts' lead.

FULLTIME TRIAL COVERAGE

SOME KIND OF RECORD may be claimed for KCBS San Francisco for its coverage of the Bay Area murder trial of Burton Abbott. Newsman Ken Dunham was assigned fulltime to the trial for 11 weeks, making more than 100 broadcasts direct from the court house, and supplementary tapes. KCBS says he was first with news that the jury had been selected and first with the final verdict. Station eyewitness reports were carried on the Columbia Pacific Radio Network, including a post-trial interview with the jury foreman.

DOCUMENTS ITS DOCUMENTARY

TO SUM UP its series of firsthand interpretive reports from Korea, WEWS (TV) Cleveland, Ohio, has published an illustrated booklet, *Formosa Project,* A WEWS Experiment in Foreign Affairs Education. The spiral-bound volume shows WEWS commentator Dorothy Fuldheim in enlarged film clips with accompanying audio excerpts giving highlights of interviews with officials and people on the island. Film and tape used for the 25 telecasts have been turned over to the Library of Congress, the WEWS booklet states, and the project was described by Librarian L. Quincy Mumford as "a unique document of the war for the minds of men."

NEVER!
could you buy so much TRANSCRIPTION SERVICE for so little!

A full or a partial service—your choice of the best of over 5,000 musical selections and 400 jingles & commercial aids.

BUY NOW—PAY LATER

Buy standard services outright—for cash, or payments as low as $19.00 per month. *Write for demonstration tape and catalog.*

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Choose
WHBF
as a major aid
to your Quad-City
marketing plans
in 1956

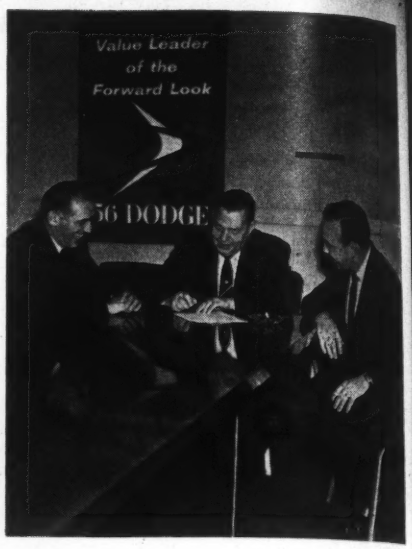
CBS FOR THE
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE

WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

On the Dotted Line . . .

HIGH ABOVE DENVER in the Falstaff Brewing Co. executive plane, Alvin Griesedick Jr. (l), Falstaff advertising director, and Joe Herold, KBTV (TV) Denver manager, complete a 12-month agreement for the beer firm's sponsorship of a series of special events. Under the arrangement, Falstaff will be given first choice to sponsor remote telecasts of major events.

ROSEMARY LAPLANCHE, former Miss America, and Harry Koplan (l) discuss filmed commercials they will do on KTTV (TV) Los Angeles for Buena Park Homes with representatives of the homebuilder's agency (Dan B. Miner Co.), Andy Carpenter (2nd from l) and Al Buffington. Included in the 13-week pact signed with the station are sponsorship of *Man Behind the Badge* and participations on *Saturday Jamboree, Stories of the Century* and *Las Vegas Wrestling.*



CO-SPONSORSHIP of the Warriors' basketball games on WCAU Philadelphia has been signed for by Dodge dealers in the area. Completing the deal for the sports show are (l to r) John S. DeRussy, the station's sales manager; George Gardner Sr., chairman, advertising committee of the Delaware Valley Dodge Dealers Assn., and Bill Campbell, WCAU sports director.

SIGNING for his food wholesaling firm, Daniel Mordecai agrees to sponsor a late evening (12:15 a.m.) program on WBZ Boston. Also present for the contract signing, and displaying caps promoting the program are (l to r) William Williamson, WBZ sales manager; John Fitzpatrick, WBZ account executive; Norm Prescott, WBZ personality who will emcee the program, and Robert Sullivan, vice president, Sullivan Advertising Agency.

JAMES B. KIDWELL, president, Eureka Federal Savings & Loan Assn., San Francisco, signs a 52-week contract with KSFO that city. Eureka will sponsor an evening dinner concert, the last part of which will be devoted to news happenings in San Francisco before 1900; daily three-minute news broadcasts, and spot announcements. Also present are (l to r) Claes V. S. Wyckoff, Wyckoff & Assoc. advertising agency; R. W. Wassenberg, KSFO general manager, and J. A. Brown, account executive for KSFO.

A SPOT CAMPAIGN on WPFH Wilmington, Del., has been launched by the Miller Brewing Co. At the contract signing for the promotion are (l to r) Edgar R. Fons, district sales manager for Miller; Paul F. Harron, WPFH president; Edgar Hinkle of the Mathisson agency; John A. Clement Jr., Philadelphia distributor, and Joseph Frazer of WPFH's sales department.

'Uncle Johnny' on Spot Skyrockets Store Sales

WHEN retail clothing sales hit a slump in Kansas City, Mo., a little more than a year ago, the two John D. Maguire stores in that city turned to a new type of radio advertising with excellent results.

In a conference between Mr. Maguire, the stores' owner, and Standart & O'Hern, Kansas City agency, it was decided to do away "with sales or any of the other usual selling techniques used in the retail clothing business."

Instead the decision was reached to build a "personality" for the Maguire stores and to sell a service—the service of credit. Radio was chosen as the medium.

Thus "Uncle Johnny" Maguire was born. "Uncle Johnny" turned out to be "a lovable old Irishman" who in spot announcements over KPRS and WHB, both Kansas City, let it be known in no uncertain terms that he was a friend to all listeners and would be happy to extend credit to practically everybody.

"At the end of one year," said Mr. Maguire, "the new customer increase was 109% higher than the year before, and our dollar volume was 27% greater. Radio was directly responsible for 69% of the new customer service. The balance was attributed to our referral campaign and a few scattered promotions."

DALLAS RADIO SELLS ITSELF

DALLAS RADIO STATIONS don't acknowledge any such thing as the "Civil War" or war-between-the-stations that is said by some to be an industry failing. In a unified front the city's stations are running newspaper ads promoting radio as an institution, with no call letters involved. The ad themes are "Listen while you work . . . while you drive . . . while you sew . . . relax . . . do-it-yourself," with supporting copy. They are signed simply, "Your Dallas Radio Stations."

WFMY-TV SELLS AREA ON SALK

GREENSBORO, N. C., had a problem distributing its Salk vaccine. The area was unusually reluctant to bring children in for the polio-preventive needle. Cooperating with local health people, WFMY-TV Greensboro telecast a 15-minute program in which doctors and nurses explained the vaccine and expressed concern over the poor turnout for innoculations. The day after the program, the health department and doctors were besieged with requests for shots. A survey of Greensboro, Burlington, Winston-Salem and Durham indicated a gain of 160% in innoculation patients, registering a television impact that impressed even WFMY-TV.

TRIES NEW COLOR LURE

IN the local colorcasting business since October 1954, WBEN-TV Buffalo, N. Y., has staged what it believes to be the country's first "see yourself in color" exhibit at a CBS distributors' showing of color and black-and-white receivers. In addition the station piped an average of seven hours of color film daily to the show Feb. 1-3, attracting an "unprecedented" number of prospective buyers. Most recent addition to WBEN-TV's local color schedule is a twice weekly live colorcast of *Meet the Millers*, daily husband-wife show.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
30 EAST 60th STREET
NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential

RALEIGH, NBC TRADE SALUTES

RALEIGH, N. C., Mayor Frederick Wheeler has proclaimed this week as "Monitor-Weekday Week" in recognition of Raleigh's selection as first "guest city" to be so honored by NBC Radio's *Monitor* and *Weekday* program services, which will present special features about Raleigh throughout the week.

CBS-TV UNDERSEA 'ADVENTURE'

TV IS PROBING deeper for material. CBS-TV's *Adventure*, for instance, will take viewers next Sunday down into the sea off California's Catalina Island via mobile underwater tv cameras manned by skindivers. Accompanying the video frog-men will be host Charles Collingwood, who, equipped with diving suit and microphone, will probe remains of the wreck, "Vigilante." Producers of the program will be able to monitor the sequence via a waterproofed tv set also taken under ocean waters.

CKVL FALLS BACK ON ENGLISH

CKVL Verdun, Que., featured its large Sunday afternoon French-language radio audience and a timeworn English idiom in a mail promotion piece containing a pair of doll pants. The mailer stated that CKVL "knocks the pants off" Sunday competition and cited results of recent surveys.

GALLO GIVES AWAY LIRA

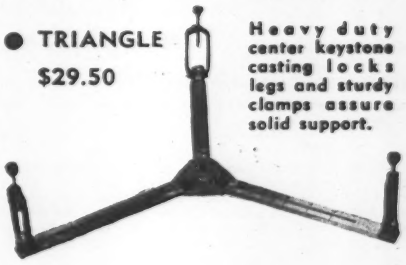
AN ANGLO-ITALIAN version of *The $64,000 Question*—but with a million figure—was to make its appearance on WATV (TV) Newark yesterday (Sunday) at 5:30-6 p.m. The grand prize for six correct answers is one million lira ($1,800), with consolation money for losers. Lew Danis is the Anglo-Italian "Hal March" on the show, titled *Win a Million Lira.* Questions are worth in sequence: 50 lira, 500, 5,000, 50,000, 500,000 and then one million. Prize money on the Gallo Wines-sponsored program can be collected in lira or dollars. Doyle Dane Bernbach, N. Y., is Gallo's agency.

WTTG (TV) FILLS VALENTINE VOID

FEBRUARY 14 found Washington, D. C., media looking for Valentine features without any conspicuous luck. But WTTG (TV) Washington fell back on its faithful phone book and came up with an interview for *Matthew Warren and the News* that stirred a warm reaction among viewers that station reports. Mrs. Ruth Ellicott Valentine, telephoned on the 7 p.m. show, turned out to be not only an articulate and appropriately named subject, but also represents the family that settled nearby Ellicott City, Md., well within WTTG's coverage area.

CAMART
TV TRIPOD SUPPORTS

● TRIANGLE
$29.50

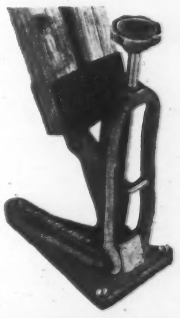


Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.

● CAR-TOP CLAMPS

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00



THE CAMERA • MART INC.
1845 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artist," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Station Authorizations, Applications
(As Compiled by B • T)

February 9 through February 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization.

Am and Fm Summary through Feb. 15

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,826	2,822	213	353	158
Fm	538	527	50	19	1

FCC Commercial Station Authorizations
As of January 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,813	520	151
Cps on air	21	18	333
Cps not on air	120	16	105
Total on air	2,834	538	484
Total authorized	2,954	554	589
Applications in hearing	147	1	161
New station requests	242	3	26
New station bids in hearing	98	0	105
Facilities change requests	153	5	32
Total applications pending	863	57	368
Licenses deleted in Jan.	0	3	0
Cps deleted in Jan.	0	1	7

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Feb. 15

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	347	98	445
Noncom. Educ. on air	14	6	20

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	305	309	614[1]
Noncom. Educational	19	17	36[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	967	337	762	542	1,304[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,027	337	795	569	1,364[5]

[1] 163 cps (32 vhf, 131 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Hagaman, N. Y.—**Hudson Valley Bcstg. Co.** granted uhf ch. 29 (560-566 mc); ERP 251 kw vis., 126 kw aur.; ant. height above average terrain 700 ft., above ground 246 ft. Estimated construction cost $108,200, first year operating cost $49,500, revenue none. Post office address P. O. Box 4100, Albany, N. Y. Studio location, none at present. Trans. location, Hagaman. Geographic coordinates 42° 55' 00" N. Lat., 74° 02' 35" W. Long. Trans. and ant. GE. Legal counsel, Hogan & Hartson, Washington. Consulting engineer, Frank H. McIntosh & Assoc., Washington. Station is to be satellite operation of **WROW-TV Albany** and rebroadcast WROW-TV programming in its entirety. Granted Feb. 9.

Chattanooga, Tenn.—**Mountain City Television Inc.**, vhf ch. 3 (60-66 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 1,076 ft., above ground 300 ft. Estimated construction cost $391,849, first year operating cost $550,000, revenue $691,000. Post office address % Read House, Chattanooga. Studio location Chattanooga. Trans. location, near Chattanooga. Geographic coordinates 35° 09' 39" N. Lat., 85° 18' 53" W. Long. Trans. composite, ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington, D.C. Consulting engineer, George E. Gautney, Washington, D. C. Principals include Pres. **Ramon G. Patterson** (100%), owner of **WAPO Chattanooga.** Granted Feb. 9.

Ellensburg, Wash.—**Kittitas Valley Tv Assn.** application for new tv booster station returned to applicant by letter of Feb. 14; no provisions in rules for such operation. Announced **Feb. 15.**

Milwaukee, Wis.—**Wisconsin State Radio Council** application for ch. 10 dismissed at request of applicant. Dismissed Feb. 13.

APPLICATION

St. Paul, Minn.—**Twin City Area Educational Television Corp.**, vhf ch. 2 (54-60 mc); ERP 52.2 kw vis., 31.3 kw aur.; ant. height above average terrain 615.75 ft., above ground 562 ft. Estimated construction cost $394,049, first year operating cost $175,000, revenue $175,000. Post office address 2070 W Roselawn Ave., St. Paul. Studio location, St. Paul. Trans. location, Falcon Heights. Geographic coordinates 44° 59' 54" N. Lat., 93° 11' 17" W. Long. Trans. and ant. RCA. Legal counsel Faegre & Benson, Minneapolis. Consulting engineer Berten A. Holmbere, chief engineer. Applicant is composed of non-stockholding principals who intend to use station for noncommercial educational purposes. Filed Feb. 13.

Existing Tv Stations . . .

ACTIONS BY FCC

WRBL-TV Columbus, Ga.—Application of existing tv station returned to attorney by letter of Feb. 14. Application executed prior to engineering affidavit. Announced Feb. 15.

KSHO-TV Las Vegas, Nev.—Application returned to attorney by letter of Feb. 10 for clarification as to intent and proper signature. Returned Feb. 14.

WROW-TV Albany, N. Y.—Granted increase in vis. ERP from 269 kw to 513 kw and make equipment changes. Granted Feb. 9.

WSYR-TV Syracuse, N. Y.—FCC denied request for waiver of sec. 3.614 (b) which limits height of vhf stations in Zone I with max. power to 1,000 ft., and returned, as not acceptable for filing, application to increase ant. height from 1,000 ft. to 1,250 ft. Action of Feb. 9.

WJAC-TV Johnstown, Pa.—Application for cp returned to applicant by letter of Feb. 8 for noncompliance with sec. 3.614 (b). Returned Feb. 14.

APPLICATIONS

KLFY-TV Lafayette, La.—Seeks mod. of cp to change ERP to 316 kw vis., 158 kw aur. and make equipment changes. Filed Feb. 14.

KRCG (TV) Jefferson City, Mo.—Seeks mod. of cp to change ERP to 316 kw vis., 160 kw aur., and make equipment changes. Ant. height above average terrain 659 ft. Filed Feb. 13.

WXTV (TV) Youngstown, Ohio—Seeks mod. of cp to change trans. location from Poland Rd., 8 miles south of Youngstown city limit, near Youngstown to Country Club Ave., Boardman Township, studio location from "to be determined," Youngstown, to Country Club Ave., ERP from 16.6 kw vis., 10 kw aur., to 1,000 kw vis., 600 kw aur., and make equipment changes. Filed Feb. 10.

APPLICATIONS AMENDED

KTVH (TV) Hutchinson, Kan.—Files amendment to change name from Hutchinson Tv Inc. to Wichita-Hutchinson Co. Amended Feb. 13.

WXTV (TV) Youngstown, Ohio—Filed amendment to make full response to applicant's name sec. 1 and to request waiver of sec. 3.613 of rules. Amended Feb. 15.

PETITIONS

WANE-TV Fort Wayne, Ind.—Petitions FCC to amend tv allocations table by changing educational reservation in Fort Wayne, Ind., from ch. 27 to 69. Also requesting show cause order be issued against WANE-TV requiring change in operating assignment from ch. 69 to 27. Filed Feb. 10.

WINT (TV) Waterloo, Ind.—Petitions FCC to amend tv allocations table so as to assign ch. 15 to Fort Wayne, Ind., and substitute ch. 77 for 15 at Angola, Ind., and also issue order to show cause why petitioner's outstanding authorization should not be mod. to specify operation at Fort Wayne, Ind., in lieu of Waterloo. Filed Feb. 10.

CALL LETTERS ASSIGNED

KSYD-TV Wichita Falls, Tex.—KSYD Television Co., ch. 6. Changed from KWFT-TV.

New Am Stations . . .

ACTIONS BY FCC

Lexington, Mo.—**Lexington Bcstg. Co.** granted 1570 kc, 250 w D. Post office address 808 S. 18th St., Quincy, Ill. Estimated construction cost $8,512.49, first year operating cost $21,600, revenue $28,000. Principals are partners **Ralph E. Meador** (50.3%), Gates Radio Co. engineer; **Ray L. Yeoman** (25.14%), retail store owner, and **William L. Smith** (24.56%), dentist. Announced Feb. 9.

Henryetta, Okla.—**Henryetta Radio Co.** granted 1590 kc, 500 w D. Post office address P. O. Box 930, Henryetta. Estimated construction cost $20,056, first year operating cost $35,000, revenue $40,000. Principals include General Manager **J. Leland Courley** (48%), pres.-publisher-60% stockholder *Henryetta Daily Free-Lance*, and pres.-33% stockholder *Hugo* (Okla.) *Daily News*; **Lloyd W. Simpson** (40%), banker and real estate, and **Charles E. Engleman** (12%), pres.-publisher-ma-

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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jority stockholder *Clinton* (Okla.) *Daily News*, secy.-majority stockholder *Edinburg* (Tex.) *Review*, and secy. *Henryetta Daily Free-Lance* and *Hugo Daily News*. Announced Feb. 9.

Abilene, Tex.—Marathon Bcstg. Co. application for cp for new am to operate on 1280 kc, 1 kw D dismissed at request of applicant. Action of Feb. 14.

APPLICATIONS

Golden, Colo.—Golden Radio Inc., 1250 kc, 500 w D. Post office address 785 Detroit, Denver, Colo. Estimated construction cost $17,850, first year operating cost $57,000, revenue $61,000. Principals are Pres. **William H. Finch** (5.68%), 39.69% owner of **KCSR Chadron, Neb.**; Secy.-Treas. **Robert W. Fouse** (5.68%), 39.69% owner of KCSR; Vice Pres. **Conrad F. Schader** (25%), **KTLN Denver** employe; **Fred D. Fouse** (31.81%), 20.61% owner of KCSR, and **Rachel R. Fouse** (31.81%), housewife. Filed Feb. 15.

Royal Oak, Mich.—Metropolitan Bcstg. Corp., 1220 kc, 1 kw D. Post office address 522 Washington Square Bldg., Royal Oak. Estimated construction cost $85,865, first year operating cost $72,000, revenue $100,000. Principals include Pres.-Treas. **Bernard G. Hoberman** (37.5%) and Vice Pres.-Secy. **John G. Lyon** (37.5%), salesmen for **WXYZ Detroit.** Filed Feb. 14.

Holdrege, Neb.—WW Bcstg. Co., 1380 kc, 500 w D. Post office address Box 144 York, Neb. Estimated construction cost $10,179, first year operating cost $36,418, revenue $44,029. Equal-percentage stockholders are **William C. Whitlock, Betty Rae Whitlock, John W. Wilkins,** and **Donna G. Wilkins,** owners of applicant for new am to operate in Marysville, Kan. Filed Feb. 13.

Manchester, Tenn.—Manchester Broadcasters, 1280 kc, 1 kw D. Post office address McMinnville, Tenn. Estimated construction cost $15,745, first year operating cost $27,500, revenue $36,000. Principals include **Royce E. Richards** (75%), 20% owner of **WMMT McMinnville,** and 33.3% of **WCDT Winchester, Tenn.,** and **Sam J. Albritton** (25%), 60% owner of WMMT and 87.5% owner of **WSMT Sparta, Tenn.** Filed Feb. 15.

Clifton, Tex.—Bosque Radio, 1420 kc, 500 w D. Post office address Mountain Top Ranch, Meredian, Tex. Estimated construction cost $18,815, first year operating cost $36,000, revenue $40,000. Sole owner is **G. H. Cook,** former principal in **KERB Kermit, Tex.** Filed Feb. 10.

Charles Town, W. Va.—Richard Field Lewis Jr., 1290 kc, 500 w D. Post office address P. O. Drawer 605, Winchester, Va. Estimated construction cost $29,650, first year operating cost $50,000, revenue $60,000. Mr. Lewis is 60% owner of **WFVA Fredericksburg,** and sole owner of **WINC-WRFL (FM) Winchester** and **WSIG Mount Jackson,** all Va., **WHYL Carlisle,** and **WAYZ Waynesboro,** both **Pa., WELD Fisher, W. Va.,** and has filed application for cp for new am to operate in Harrisonburg, Va. Harrisonburg application is to be withdrawn. Filed Feb. 14.

APPLICATIONS AMENDED

Fort Walton Beach, Fla.—West Florida Bcstg. Service application for cp to operate on 950 kc, 1 kw D in Fort Walton Beach amended to reduce power to 500 w. Amended Feb. 14.

Ward Ridge, Fla.—Vacationland Bcstg. Co. amends application for cp to operate on 1400 kc, 250 w unl. in Ward Ridge to specify 1570 kc D. Amended Feb. 13.

Houston, Tex.—Trinity Bcstg. Corp. amends application for cp for new am to operate on 1070 kc, 10 kw unl with DA-1 to specify name of applicant as McLendon Investment Corp. Amended Feb. 13.

Existing Am Stations . . .

ACTIONS BY FCC

KIEM Eureka, Calif.—Granted change from 1480 kc, 5 kw unl. to 930 kc, 1 kw N, 5 kw LS. Announced Feb. 9.

WHHH Warren, Ohio—Granted change in DA-N pattern, operating on 1440 kc, 5 kw, DA-2, unl. Announced Feb. 9.

APPLICATIONS

KHCD Clifton, Ariz.—Seeks cp to replace cp which authorized new am station to be operated on 1450 kc, 250 w unl. with remote control of trans. Filed Feb. 13.

KLAK Lakewood, Colo.—Seeks cp to change from 1580 kc to 1600 kc, change power from 250 w to 1 kw, change hours of operation from D to unl. and install DA-N. Requests waiver of sec. 3.28 (c). Filed Feb. 14.

WGLS Decatur, Ga.—Seeks cp for increase from 1 kw D to 5 kw D and install DA and make equipment changes. Filed Feb. 10.

WBRB Mt. Clemens, Mich.—Resubmits application for mod. of cp (which authorized new am station) to change name of permittee to WBRB Inc. Resubmitted Feb. 13.

WMPA Aberdeen, Miss.—Seeks mod. of license to change hours from unl. to Specified Hours (6 a.m.-6 p.m. daily). Filed Feb. 14.

WMIS Natchez, Miss.—Seeks cp to change ant.-trans. location to Shady Lane (just off Hwy. 61, Natchez) and make ant. changes. Filed Feb. 14.

KEED Springfield, Ore.—Seeks mod. of license to change name of licensee to KEED Inc. Filed Feb. 13.

WLAT Conway, S. C.—Seeks cp to change from 1490 kc to 1430 kc, increase power from 250 w to 1 kw, change hours from unl. to D and make equipment changes. Filed Feb. 14.

KAYE Puyallup, Wash.—Seeks cp to change from 1450 kc to 1230 kc. Filed Feb. 14.

WDUX Waupaca, Wis.—Seeks mod. of cp to change name of permittee to Dorothy J. Laird tr/as Laird Bcstg. Co. Filed Feb. 14.

APPLICATIONS AMENDED

KCIL Houma, La.—Amends application for cp to change from 1490 kc to 1480 kc; increase from 250 w unl. to 500 w N, 1 kw D; install DA-N and change studio, ant. and trans. locations to Fahley St., Houma, to specify DA-2 and make changes in DA-N. Amended Feb. 13.

WEMB Erwin, Tenn.—Application for mod. of cp to change ant.-trans. and studio locations amended to change trans. location to 7th St., Erwin, and change studio location to Main and Gay Sts., Erwin. Amended Feb. 14.

CALL LETTERS ASSIGNED

WJHB Talladega, Ala.—Confederate Bcstg. Co., 1580 kc, 1 kw D.

WJDB Thomasville, Ala.—J. Dige Bishop, 630 kc, 1 kw D.

WOOP Decatur, Ga.—DeKalb Bcstg. Co., 970 kc, 1 kw D. Changed from WGLS effective April 1.

KLGA Algona, Iowa—Kossuth County Bcstg. Co., 1600 kc, 5 kw D.

KHEN Henryetta, Okla.—Henryetta Radio Co., 1590 kc, 500 w D.

WDTV Cruz Bay, St. John, Virgin Islands—West Indies-Caribbean Radio, 1190 kc, 500 w unl. Changed from WICR.

Existing Fm Stations . . .

ACTION BY FCC

WRBS (FM) Bay Shore, N. Y.—Cp forfeited and call letters deleted. No license application filed. Action of Feb. 10.

Ownership Changes . . .

ACTIONS BY FCC

WHOS-AM-FM Decatur, Ala.—Granted assignment of licenses to North Alabama Bcstg. Co. for $35,000. Principals are present 50% owner **John H. Jones** and his wife who was not member of prior licensee group. Announced Feb. 9.

WVNA Tuscumbia, Ala.—Granted assignment of license to **Elton H. Darby** for $24,000. Mr. Darby has building supply, real estate interests. Announced Feb. 9.

KGAN Kingman, Ariz.—Granted assignment of license to Stonybrook Bcstg. Co. for $25,000. Equal partners are **Wallace E. Stone,** former sales-promotion manager of **WITV (TV) Fort Lauderdale, Fla.,** and **John F. Holbrook,** free lance radio-tv announcer. Announced Feb. 9.

KAMO Rogers, Ark.—Granted assignment of license to **KAMO Inc.** Corporate change only; no change in control. Announced Feb. 14.

WILM Wilmington, Del.—Granted transfer of control to **Ewing B. Hawkins** as majority owner and trustee for $125,000. Purchased stock is to be used as treasury stock. Mr. Hawkins will hold 66.6% of outstanding stock himself and control remainder as trustee. Announced Feb. 14.

WBOP Pensacola, Fla.—Granted assignment of cp to WBOP Bcstg. Co. for $2,958.41. Among stockholders are **Vern L. Bessler** and **Rudolph K. Schurr,** minority stockholders of **WMMB Melbourne, Fla.** Announced Feb. 9.

WGLS Decatur, Ga.—Granted assignment of license to **Republic Bcstg. System.** Corporate change only; no change in control. Announced Feb. 14.

WTRP LaGrange Ga.—Granted assignment of license to **Byron H. Hurst, Ralph C. Freeman, Julian P. Hurst** and **Frank E. Hurst** d/b as Chattahoochee Bcstg. Co. Present one-third owner **W. Cecil Crew** is selling his interest to F. E. Hurst and J. P. Hurst (16.6% each) for $11,000. Original partners B. H. Hurst and Mr. Freeman retain their one-third interests. J. P. Hurst is in Navy; F. E. Hurst is WTRP business manager. Announced Feb. 9.

KVNI Coeur d'Alene, KSEI Pocatello, KTFI Twin Falls, all **Idaho**—Granted assignment of licenses to **Alan Pollock** (KVNI), and **Florence M. Gardner** (KSEI and KTFI) under will of **O. P. Soule,** deceased former owner. Announced Feb. 14.

KRLC Lewiston, Idaho—Granted assignment of license to **Donald** and **Elaine Thomas,** tenants in common for $59,171. Mr. Thomas is KRLC manager. Announced Feb. 9.

WCVS Springfield, Ill.—Granted acquisition of control by **Harold L. Dewing** through purchase of one share of outstanding stock for $1,250. Mr. Dewing will then own 26 of 51 shares. Announced Feb. 14.

KCLO Leavenworth, Kan.—Granted assignment of license to Leavenworth Bcstg. Co. for $40,000. Partners are: **Stephen P. Bellinger** (30%), pres. of Aircast Inc., applicant for new tv station at Owensboro, Ky., 25% owner **WVMC Mt. Carmel, Ill.,** 22.5% interest **WIZZ Streator, Ill.; Morris E. Kemper** (30%), 37.5% owner WVMC, 11.5% of WIZZ 12.5% of **WILO Frankfort, Ind.,** 12.5% of **WINL (FM) Lebanon, Ind.,** and 30% owner of Aircast; **Joel W. Townsend** (15%), 18.75% interest in WVMC, 6% of WIZZ, 6.25% of WILO and WINL (FM), 20% interest in Aircast; **Ben H. Townsend** (15%) holds same broadcast interests as Joel W. Townsend, and **T. Keith Coleman** (10%), 12.5% of WILO, 11.5% of WIZZ, and 12.5% of WINL (FM). Announced Feb. 9.

WALM Albion, Mich.—Granted transfer of control to **J. M. Moses** and **J. C. Bedient** for $17,500. Messrs. Moses and Bedient are presently minority WALM stockholders. Announced Feb. 14.

WJIM-AM-TV Lansing, Mich.—Granted transfer to **Harold F. Gross,** and **Harold F. Gross** and **Charlotte I. Gross** as voting trustees. Corporate change only; no change in control. Announced Feb. 14.

WTVE (TV) Elmira, N. Y.—Granted assignment of license to WTVE Inc., for $20,000 from new 33.3% stockholder **William W. Scranton** and transfer of real estate valued at $47,000 by present owners **John S. Booth** and **Thompson K. Cassel.** Mr. Scranton is 80% owner of **WARM-AM-TV Scranton, Pa.** Announced Feb. 9.

WQOK Greenville, S. C.—Granted transfer of control (75%) to **Speidel-Fisher Bcstg. Corp.** for $34,000 plus assuming 75% of outstanding $21,000 indebtedness and making $12,000 loan. Speidel-Fisher owns **WOIC Columbia, S. C.** Announced Feb. 9.

WBEJ Elizabethton, Tenn.—Granted assignment of license to WBEJ Inc. for $95,000. Principals are: Pres. **Raymond C. Turrentine** (25%); Vice Pres.-Gen. Manager **William R. Wagner** (25%),

former manager of **WQOK Greenville, S. C.**; Vice Pres. **James L. Turrentine** (25%) and Secy.-Treas. **Anne Turrentine Hazen.** Announced Feb. 9.

KRUM Ballinger, Tex.—Granted assignment of license to Runnels County Broadcasters for $1,680 cash and assumption of liabilities. **Walter G. Russell** and **M. M. Rochester** each held 45% of station's stock; each now will hold 50%. Announced Feb. 14.

WSWW Platteville, Wis.—Granted assignment of license to Southwest Wisconsin Co. for approx. $40,000 (exact price to be determined from records of station). Principals are Pres. **Miriam B. Monroe** (11.8%), Vice Pres.-Treas. **John F. Monroe Jr.** (29.4%), Secy. **Mary Ellen M. Schmitz** (29.4%), and **Margaret J. Monroe** (29.4%). All are engaged in investment banking business. Announced Feb. 9.

KABI Ketchikan, KJNO Juneau, KENI-AM-TV Anchorage and **KFAR-AM-TV Fairbanks**, all **Alaska**—Granted transfer of control from Lathrop Co. (controlled by estate executors) to 51 beneficiaries. Major inheritors either are already connected with stations or have no other broadcast interests. Announced Feb. 9.

APPLICATIONS

KSLV Monte Vista, Colo.—Seeks transfer of control to San Luis Valley Bcstg. Co. Action is brought about because **George O. Cory**, former 51% owner and now 30.7% owner of station, was participant in stock transaction in which San Luis was granted license of **KVOD Denver.** Filed Feb. 14.

WRWB Kissimmee, Fla.—Seeks assignment of license to **Frank A. Taylor** for $15,000. Mr. Taylor is insurance agent and WRWB commercial manager. Filed Feb. 10.

WJPF Herrin, Ill.—Seeks involuntary transfer of control to **Maybelle J. Lyeria**, executor of estate of **O. W. Lyeria**, deceased. Action is called for in will of deceased. Filed Feb. 14.

WSAC Radcliff, Ky.—Seeks transfer of control to same owners under family control; corporate change only. Filed Feb. 14.

KRES St. Joseph, Mo.—Seeks transfer of control to **KRES Radio Corp.** for $24,077. Sale is settlement of estate. No new stockholders are brought into station ownership; no individual owns as much as 50% interest. Filed Feb. 10.

WJAG Norfolk, Neb.—Seeks assignment of license to **WJAG Inc.** Corporate change only; no change in control. Filed Feb. 14.

WOKO Albany, N. Y.—Seeks transfer of control to **Carl L. Lindberg** and **Howard B. Hayes** for $64,700. Mr. Lindberg is 67.2% owner of **WPIK Alexandria, Va.**, and Mr. Hayes is consulting engineer and former WPIK principal. Filed Feb. 10.

WGTC Greenville, N. C.—Seeks transfer of control to **H. W. Anderson** and **Joel Lawhon** for $16,125. Mr. Anderson will control 52% of stock and Mr. Lawhon 35%. Both are presently stockholders in station. Filed Feb. 13.

WNOS-AM-FM High Point, N. C.—Seeks assignment of licenses to **Statesville Bcstg. Co.** for $57,500 plus assumption of $4,700 mortgage. Statesville is owner of **WSIC-AM-FM Statesville, N. C.** Filed Feb. 14.

KVWC Vernon, Tex.—Seeks assignment of license to Johnson-Garrison Co. for $55,000. Principals are **Petty Durwood Johnson** (66.6%), commercial manager of **KLVT Levelland, Tex.**, and **Earl Joe Garrison** (33.3%), former KLVT commercial manager. Filed Feb. 14.

WSKI Montpelier, Vt.—Seeks assignment of license to Montpelier-Barre Bcstg. Co. for $34,000. Principals include Pres. **Paul J. Perreault** (89.7%), former manager of **WNBH New Bedford, Mass.**; Vice Pres.-Asst. Treas. **Arthur Tacker** (10.3%), WSKI manager and Directors **Nathan Greenberg** and **Charles W. Grinnell**, present co-owners of **WSKI.** Filed Feb. 13.

Hearing Cases . . .

FINAL DECISION

Chattanooga, Tenn.—FCC announced its decision of Feb. 8 granting application of Mountain City Television Inc. for new tv station to operate on ch. 3 in Chattanooga and denying competing application of WDOD Bcstg. Corp.

INITIAL DECISION

WTBF Troy, Ala.—Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application of Troy Bcstg. Corp. to change facilities of **WTBF Troy** from 1490 kc, 250 w unl. to 970 kc, 5 kw D, 500 w N.

OTHER ACTIONS

Gilroy, Calif.—Bernard & Jobbins Bcstg. Co. designated for hearing on application for new am to operate on 1290 kc, 500 w D. **KXOB Stockton** and **KHSL Chico**, both **Calif.**, made parties to proceeding. Announced Feb. 9.

De Funiak Springs, Fla.—By order of Feb. 8, Commission, on petition by **WFNM De Funiak Springs** dismissed its protest and petition for other relief; set aside Commission Jan. 4 action staying Nov. 9 grant of cp to **WDSP De Funiak Springs**, pending result of hearing in issues specified by protestant, and made Nov. 9 grant effective immediately.

WHIL Medford, Mass.—FCC denied petition by **WHIL Medford** to reconsider and set aside Commission action of Dec. 16, 1955 (granting application of **WAAB Worcester, Mass.**, for cp to replace expired cp), and to postpone consideration of WAAB application until Commission can simultaneously consider WHIL presently pending application to increase D power from 1 to 5 kw. Announced Feb. 9.

Lead-Deadwood, S. D.—Black Hills Broadcast Co. of Rapid City, Lead and Heart of the Black Hill Stations, Deadwood, designated for consolidated hearing on applications for new tv to operate on ch. 5 in Lead and Deadwood, respectively. Announced Feb. 9.

Texas—Grand Prairie Bcstg. Co., Grand Prairie; Waxahachie Radio, Waxahachie; Grand Prairie Bcstg. Co., Grand Prairie; Radio Center Inc., Arlington, and Parker County Bcstg. Co., Weatherford, all **Tex.**, designated for consolidated hearing on applications for new ams on 730 kc, D. Both Grand Prairie Bcstg. Cos. seeking 500 w DA; Waxahachie Radio, Radio Center, and Parker County with 250 w. Made **KSEO Durant, Okla.**, party to proceeding. Announced Feb. 9.

Alaskan fm—FCC finalized its proposal to make available for non-commercial educational fm broadcasting in Alaska frequencies 100.1 mc through 107.9 mc in commercial portion of fm band (ch. 271-300), effective March 12. Announced Feb. 9.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting, Jan. 30, 1941.

Change List No. 97 Jan. 16, 1956

600 kc

CKCL Truro, N. S.—(change in antenna pattern only) 1 kw, DA-1, unl., Class III. 12-1-56.

1240 kc

CKLB Oshawa, Ont.—(delete assignment) 250 w, unl., Class IV.

1250 kc

New Oakville, Ont.—1 kw D, 5 kw N, DA-1, unl., Class III. 12-1-56.

1350 kc

CKLB Oshawa, Ont.—5 kw, DA-2, unl., Class III. Now in operation.

1490 kc

CKBM Montmagny, P. Q.—250 w, unl., Class IV. Assign. of call letters. Now in operation.

Routine Roundup . . .

February 9 Decisions

By the Commission

Granted Renewal of License

KJFJ Webster City, Iowa; KCHE Cherokee, Iowa; KJAN Atlantic, Iowa; WPTW Piqua, Ohio; KTTN Trenton, Mo.; KIRX Kirksville, Mo.; KWAR Waverly, Iowa; KFGQ-FM Boone, Iowa; KFSB Joplin, Mo.; WMCW Harvard, Ill.; WJOB-FM Hammond, Ind.

February 10 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Sacramento Bcstrs. Inc., Redding Calif.; Shasta Telecasters, Redding, Calif.—Granted petition of Sacramento Broadcasters for dismissal without prejudice of its application (ch. 7); Shasta Telecasters retained in hearing status. Action Feb. 6.

Johnsonville Bcstg. Co., New Johnsonville, Tenn.—Granted motion for dismissal without prejudice of its am application. Action Feb. 8.

By Hearing Examiner Hugh B. Hutchison

KOB Albuquerque, N. M.—Granted motion for postponement of hearing conference from Feb. 7 to Feb. 23, re applications for mod. of cp and for license to cover cp as mod. Action Feb. 7.

By Hearing Examiner Jay A. Kyle

De Funiak Springs, Fla. — Ordered hearing scheduled for Feb. 15 be continued indefinitely re application of **WDSP De Funiak Springs** pending action "Petition to Dismiss Protest, Withdraw as a Party, and Vacate Hearing Order" filed by Walton Bcstg. Co., protestant, Jan. 25. Action Feb. 6.

Fort Lauderdale, Fla. — Upon agreement of parties to proceeding re am application of Charles W. Stone, Fort Lauderdale, ordered hearing be continued from Feb. 16 to Feb. 27. Action Feb. 6.

By Hearing Examiner Herbert Sharfman

AB-PT—Upon oral request of **KFMB-TV San Diego, Calif.**, protestant, and without objection by other parties, ordered prehearing conference be continued from Feb. 7 to Feb. 14, re application of American Bcstg.-Paramount Theatres Inc. for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mexico.** Action Feb. 6.

By Hearing Examiner J. D. Bond

WLBR-TV Lebanon, Pa. — Ordered conference Feb. 14 in matter of application for transfer of control of Lebanon Television Corp., permittee of **WLBR-TV Lebanon.** Action Feb. 8.

By Hearing Examiner Herbert Sharfman

KOAT Albuquerque, N. M. — Granted petition for indefinite continuance of hearing on application to change facilities from 1240 kc, 250 w unl. to 860 kc, 1 kw D, 500 w N, DA-N, and license to cover same pending action by Commission on subsequent request to change to 920 kc. However, any party may request hearing examiner to designate hearing date which shall be not less than 30 days from date of designation. Action of Feb. 8.

By Hearing Examiner Annie Neal Huntting

WWVA Wheeling, W. Va.—Granted motion for extension of time to Feb. 10 to file proposed findings re am application of **WKPA New Kensington, Pa.** Action of Feb. 8.

February 10 Applications

Accepted for Filing

License to Cover Cp Resubmitted

WRLD Lanett, Ala.-West Point, Ga.—Resubmits application for cp to replace expired cp which authorized changes in ant. system.

License to Cover Cp

WDUN Gainesville, Ga.—Seeks license to cover cp which authorized changing ant.-trans location and change in studio location to 1140 Thompson Bridge Rd., Gainesville, and to make changes in ant. system.

WTVB Coldwater, Mich.—Seeks license to cover

(Continues on page 120)

Southwest Network

$80,000.00

Fulltime facility in single station market. Above average retail sales, above average family income, above average market growth, and above average climate. This station needs owner management. Even without this help this station showed presentable profit last year. Financing available with low down payment.

Negotiations • Financing • Appraisals

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RADIO

Help Wanted

Wanted: Assistant manager for 250 watt eastern Pennsylvania station . . . to work board plus other duties. Must have experience in programming or sales. Married with car. Good starting pay . . . wonderful opportunity with progressive company. Send tape, photo, plus letter with all details to Box 221F, B•T.

Dixie daytime killowatt needs commercial manager. Fine rural market. Will consider successful salesman ready to move up in responsibility. Tell everything including experience and earnings expected. Will return photos and tapes. Box 279F, B•T.

Wanted: Experienced manager and engineer for 250 watt radio station to be built in thriving lower Michigan city. Write giving experience, age, other personal data, including salary expected to Box 365F, B•T.

Daytime kilowatt needs manager. Prefer man with first phone ticket. Must have proven sales record. Send complete resume. Must have excellent references. Box 441F, B•T.

Sales manager. Five figure earning and an exceptional future for a "front line" sales manager. (Man who can sell, hire and inspire.) Write fully Box 497F, B•T.

Salesmen

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 209F, B•T.

Top money making southeastern independent needs salesman with creative advertising ideas. Musical and dramatic production furnished for spot recordings. Liberal draw and accounts to start. Rush resume to Box 446F, B•T.

California combo men with ability to do top selling job on air. You can earn top pay with dominate station in growing market. Send full details and photo to Box 482F, B•T.

Salesman. Active accounts, good prospects, bright future. One-station market. Real opportunity for energetic man of good character. Daytimer, small Kansas city. Box 484F, B•T.

Experienced radio salesman for five kilowatt CBS affiliate. Draw against liberal commission. Write giving background, previous employment and photograph to KGLO, Mason City, Iowa.

Immediate opening for sales-announcing combination. Complete charge sales and program for remote studio in town of 10,000. $20,000 for weekend announcing shift. $30,000 draw against high commissions. Outstanding opportunity for good salesman. Contact Manager, KHBG, Okmulgee, Oklahoma.

RADIO

Help Wanted—(Cont'd)

Experienced time salesman, willing to work way up in new 500 watt daytime station. Good potential for right man. Send all personal data in first letter. Write, Sydney E. Byrnes, WADS, Ansonia, Conn.

Michigan daytime independent needs experienced salesman. Draw and commission. Market over 100,000 growing. Contact Joe Butler, WKLZ, Kalamazoo, Mich.

Experienced salesman or saleswoman. Salary plus commission. WKNK, Muskegon, Michigan.

Salesman—salary and commission, one station market, excellent coverage, exceptional possibilities for right man. WMRE, Monroe, Georgia.

Announcers

Announcer with authoritative, persuasive voice; capable of programming "middle music", handling special events in large Texas city. Box 210F, B•T.

Wanted: Top negro disc jockey or show business personality for top negro station in large metropolitan city. Please send details and resume at once with tapes to follow if already in radio. Big job, big money for right person. Reply Box 227F, B•T.

Announcer-program director . . . experienced and able . . . prefer southerner for 1 kw in South Carolina . . . tell all. Box 277F, B•T.

Progressive, top rated upper midwest 5 kw needs an announcer with experience. The man we want must know music and must be capable of building and holding ratings. Please include tapes and background. Box 403F, B•T.

Announcer-engineer, 1st class ticket. Experience in combo work essential. Knowledge of the classics helpful. Send tape, background, photo and salary required. Box 472F, B•T.

Independent station in major Ohio-Kentucky market looking for top-notch morning DJ with first phone. Send full particulars, audition with first letter. Box 492F, B•T.

Outstanding, experienced announcer, must be tops or do not apply. References required, salary open. Give complete details first letter. Georgia station. Box 503F, B•T.

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

RADIO

Help Wanted—(Cont'd)

Small Oklahoma station needs experienced announcer with restricted license. Prefer someone from this part of country. A pleasant place to work. Pay will average about $75 per week. Send audition tape with complete details about self. Not interested in drinker. Box 512F, B•T.

Wanted: Hot morning man with ideas for large New England market. Top paying job in top rated station. Send resume, tape, photo in first letter. All replies confidential. Box 515F, B•T.

Announcer with first phone. If you can do the job here's your opportunity. KARE, Atchison, Kansas.

Opportunity for good morning announcer. Send resume. ABC Network. KFRO, Longview, Texas.

KOWH, Omaha, wants a man with a nose for news. This is not an opening for a newscaster, but for an aggressive, imaginative "reporter type" who can handle fully equipped short wave mobile unit, and broadcast each day a number of colorful mobile news shots. Must be "fireball." Application to Todd Storz, KOWH, Omaha, Nebraska.

Combo-first phone for 250 watter. Emphasis on announcing. Send tape and resume to KVOS, Casper, Wyoming.

Announcer: Sincere, friendly personality. Able to run pop, hillbilly, or gospel shows. Here's your chance to join popular progressive station. Paid vacation, sick leave. Starting salary depends upon ability. Rush tape, letter to WACL, Waycross, Georgia.

Immediate opening staff announcer with ambition to work into PD. Starting salary $55 week. 250 watt independent in small college town. Tape emphasizing news, commercials, details, or call W. R. Tugman, WATA, Boone, N. C.

Immediate opening for staff announcer capable of doing football play-by-play. Send tape, photo, expected salary to Davies, WBLJ, Dalton, Georgia.

First phone? Announce classical music? We need you! Tape, with pronunciation, to WCRB, Boston 54, Mass.

Wanted: Announcer with minimum 1-year experience. Contact Charles H. Harlan, WFRL, Freeport, Illinois.

Opening at leading independent for top-flight, energetic, ambitious announcer with enthusiasm. Send audition tape, resume, photograph to Robert L. Statham, WJXN, Jackson, Miss.

No. 1 Negro station, WOKJ, Jackson, Miss. has 1st opening for DJ. No novices. Must be good. Send tape, references, experience and photo immediately. William Anderson, PD.

Wanted: Young experienced staff announcer for permanent position. $65.00 for a 40 hour week. Contact C. F. Wood, Jr., WVOT, Wilson, N. C.

Grow with us. New CP for WPVL, Painesville, Ohio, to open early April. Big opportunity experienced announcer. $70 to $90 starting if qualified. Rush 7½ IPS tape, resume and photo to WVSC, Somerset, Pa.

Technical

Engineer of good character, high technical qualifications for south Texas station. Box 212F, B•T.

Wanted: Combination chief engineer-bookkeeper for central Florida daytimer. Box 314F, B•T.

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification, and provide a recent snapshot. Reply Box 390F, B•T.

Engineer to install and service specialized audio devices over large territory in U. S. Good salary plus expenses. Transportation supplies. Applicant should include list of experience and references. Personal snapshot must be included (not returnable). Box 489F, B•T.

Wanted at once. Combination engineer-announcer. First phone license. $1.75 hour. Box 507F, B•T.

Wanted right away, engineer, first phone ticket. Prefer man with sales experience. Good salary and commission. WBRV Radio, Boonville, N. Y. Phone 11.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Immediate opening for chief engineer with pleasing mike delivery. Liberal salary. KMHT, Marshall, Texas.

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RADIO

Help Wanted—(Cont'd)

Technical

First-phone operator. Immediate opening. Full particulars first letter. WASA, Havre de Grace, Maryland.

Chief engineer-announcer for daytime station in five-station group. Contact Manager at WPFD, Darlington, South Carolina. Phone 1398.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply, Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

Chief engineer for WTIX, New Orleans. Must have thorough knowledge and experience all phases station operation and maintenance, be personable and industrious. Good position for right man. Do not apply unless you are certain you can handle responsibility. Send references and resume to Dale Moudy, Engineering VP, Mid-Continent Broadcasting Company, Kilpatrick Building, Omaha, Nebraska.

Programming-Production, Others

Newsman—Announcer wanted by Texas station. Must be able to gather, write and voice news. Box 211F, B•T.

Program director-announcer for successful southeastern daytimer . . . tell all about yourself . . . Tape returned. Box 278F, B•T.

Wanted: Newsman with radio and newspaper reporting background. Must have acceptable radio voice and delivery; must be able to gather and write news in professional manner. Box 464F, B•T.

Radio-tv director for large eastern college. Requirements: College degree, some experience, public relations ability. Box 508F, B•T.

Wanted: Continuity writer, female, for 5000 watt station eastern market. Must have experience. Send resume and photo. Box 516F, B•T.

News director. Experienced. Reporting. Airwork. KHUB, Watsonville, California.

Continuity writer, wonderful opportunity. Send resume to WCAR, Box 55, Pontiac, Michigan.

Copywriter wanted immediately. Must have experience, run continuity department, write result getting copy. Salary open for right person. Send full resume to Paul Haller, WELL, Battle Creek, Michigan.

Situations Wanted

Managerial

Sales manager: Thoroughly experienced—15 years—in all phases of radio and television sales functions and administration. Open record of sales accomplishments. Best references. Box 459F, B•T.

Manager, twenty three years. Knowledge all phases. Can direct sales. Box 465F, B•T.

Managerial-ownership wanted. Can invest. University graduate. 7 years experience. 30. Married. Finest references. Excellent record. Box 513F, B•T.

Salesmen

Salesman announcer, 34, married. Experienced 10 years. Sports, staff, news, copy, sales. Complete details. Box 417F, B•T.

Salesman-announcer combination, looking for station with opening for wide-awake morning man. Heavy sales background, presently employed CBS 5kw station, capable and experienced with emphasis on sales. Box 480F, B•T.

Announcers

Attention: Fla., Ga., and Dixie, versatile announcer, DJ, sports, experienced. Box 344F, B•T.

Sports announcer experienced desires play-by-play baseball position for '56 season. Box 368F, B•T.

Country - DJ - musician. Employed announcer. Third. Tv. Well experienced. Sincere, progressive stations only, salary talent. Box 387F, B•T.

Experienced announcer desires permanent position with future. Smooth easy delivery. Pleasant personality. Box 404F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer-news director. Highly experienced all phases radio-tv. Presently, midwest am-tv. Family man. Box 444F, B•T.

Top man, now employed at leading am-tv in major league city. Looking for time segment to develop DJ show and do personality on tv. Married—30—references—contract desired. Box 450F, B•T.

Two years staff present midwest location. Straight, character, emcee, news. 25, married, vet. Prefer southwest. Box 451F, B•T.

"Here's the best by actual test" . . . top personality gimmick DJ, PD, first phone . . . highest Hooper—proven sales—production commercials . . . friendly voice . . . degree radio-tv . . . family . . . nothing under 5kw. Box 453F, B•T.

California and west coast. Announcer-producer. Ten years radio-tv. Currently production manager. Single. Box 461F, B•T.

Versatile and dependable, want security! Prefer sports director with play-by-play . . . can do news, special events, staff . . . radio or tv. Five years experience. Box 463F, B•T.

Personality DJ, with unusually fine musical programming talent. 8 years experience. Friendly salesmanship. College graduate. Box 466F, B•T.

Sports, play-by-play. 6 years experience baseball and basketball. College graduate. Box 467F, B•T.

Announcer. Intelligent interviews, special events, commentary, editing. Easy adlib morning show. Authoritative moderator, newscaster, sportscaster. Capable writer. 29. Family. College. Box 474F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board tape. Box 486F, B•T.

Versatile announcer. 2 years experience. Desire position with friendly station. Box 490F, B•T.

Experienced and knowhow. Handle all shows. Excellent announcer, top-flight DJ. Selling on air guaranteed. At present station 5 years. First ticket. Box 493F, B•T.

Highly successful announcer-salesman wants southeast immediately. Experienced. $90 week. Box 494F, B•T.

Air salesman—5 years experience all phases. Tape proves it. $110. Box 499F, B•T.

Fully experienced disc jockey. Top commercial talent. Can do play-by-play. Presently employed on top independent station. Box 509F, B•T.

Announcer, single, veteran. Recent graduate, thoroughly trained. Desires staff position anywhere in America. Opportunity more important than salary. Most conscientious, honest, and not afraid of overtime. Resume and tape available immediately. Box 510F, B•T.

Announcer—5 years experience in all phases including 1½ years as program director. Anxious to settle in Florida with station that offers advancement opportuniites. Box 511F, B•T.

DJ, sports, versatile, experienced. Lively voice. Pete Franklin, 1007 Propp Ave., Franklin Square, L. I., N. Y. Floral Park 2-6236.

Production-DJist . . . 23, single, 3½ years experience . . . contact. H. D. Hall, KMIL, Cameron, Texas.

8 years radio announcer—PD. University and radio school graduate. Seek radio or tv southwest or Pacific coast. Dwight Larick, 8404 East Fourth Street, Ontario, California. Phone YUcon 639-579.

Top negro announcer, experienced DJ, board, copy, commercials. College grad. Available. Reply Milton McFarlane, 1901 2nd Street, N. E., Washington, D. C.

Comedy-DJ team (2). Original material, voices. Let us spark station, sales. For tape, etc., Fred O'Brien, 48 Brighton Ave., East Orange, New Jersey.

Top-notch negro rhythm and blues-spiritual DJ wants job anywhere. Will travel. Tape, photo and data available. J. Rylander—1058 Divisadero Street, San Francisco, California. West 1-8436.

Morning man, knows radio and never fined. Fourteen years radio, Very versatile. Telephone 1795-W, Morristown, Tenn.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced morning man, play-by-play, ad lib or straight. Professional entertainer. Karas, 737 11th Street, N. W., Washington, D. C.

Technical

Chief engineer, some announcing, over six years experience. Desires to buy in after at least one year working acquaintance—south only. Confidential. Box 456F, B•T.

1st phone—six years present location announcing and chief. Vet. Family. $125 minimum. Good voice. Box 498F, B•T.

Desire transmitter work—1st phone, five years electronic experience. William Blub, Route 2, Box 601, Salem, Oregon. Phone 2-0008.

First phone. Amateur licensee. Attended Port Arthur College 11 months. Diplomas from two other radio schools. 2½ years experience. Control board operator. Transmitter engineer. Radio tv service experience. Some experience, projection operator. Complete sams library. (Am not announcer) but have worked as announcer on Sunday shifts. '52 Chevrolet. New 36 foot trailer. Non drinker. Married, 2 children. Good family references. Want permanent job in south. Prefer Florida. Will consider anywhere. Phone BE 8-2330 or BE 8-2930. L. H. Estes, Box 168, Marble Hill, Mo.

Man with FCC 1st phone available for transmitters shift, no announcing. No practical experience. College education. Write 95E, 821 19th Street, N. W., Washington, D. C.

Programming-Production, Others

Combination continuity-sales-local news gal, 12 years experience, in market for radio, tv station looking for lot for their money. References proven talent, speed accuracy, results. Box 452F, B•T.

(Continued on next page)

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Here is an ideal opportunity for top radio and television salesmen to join a progressive AM-TV organization. You will receive NO Draws but instead be paid a straight salary, based on your experience, to start. You will also receive liberal commissions with your only limit being your ability to sell. We are located in a fine market, ideally located. These openings are brought about with our expansion program and search for top-rated men. If you are interested, write or wire all details to:

Box 517F

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Production staff available—five people—for work on radio station as team. All phases except engineer. Would consider running a new daytime. All have experience. Box 473F, B•T.

Program director. Take full charge programming and staff. 8 years' experience all phases programming, production on and off air. Thoroughly versed music-news operation. Family man. College degree. Box 475F, B•T.

Crackerjack interviewer, commentator, tape editor. Build local community events shows of network caliber. Box 476F, B•T.

Experienced continuity director, 28, single, currently employed by 5 kw net affiliate in one of nation's 35 largest markets, desires similar position in New England. Also experienced in publicity, programming, traffic. Please state job requirements in reply. Box 488F, B•T.

Program director—special events man. Responsible family man. 11 years radio . . . 1½ years television . . . 5 years personnel management. Wish to tie up with aggressive organization. Specialize in sports and news. Available in 6 weeks. Box 501F, B•T.

Top-flight news director of 50 kw, clear channel station in top market available soon. Solid commercial story. New ideas. Top local and national awards. I can make your news department one of the best in the nation. Background in other aspects of programming. Will consider combination program-news job. Box 506F, B•T.

TELEVISION

HELP WANTED

Salesmen

Seeking top salesman. Potential eight thousand to ten thousand. Fastest growing market in Georgia. One hundred kw NBC offers guarantee salary. Will train as necessary for qualified man. Airmail resume. Box 447F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Wanted: Top tv salesman. Must be experienced. Salary and commission. Midwest tv station on low channel and full power. Network affiliated. Chance to become sales manager . . . if you've got it. Box 485F, B•T.

Announcers

Tv announcer. Pennsylvania station needs man to do both on and off camera work and participate in all phases of production. Send photo and complete details to Box 432F, B•T.

Vhf in good Middle Atlantic market needs personable announcer. Must be strong on commercials and able to do tv sports shows. Starting salary $400 per month. Send photo, tape and all particulars in first letter. Write Box 478F, B•T. All replies confidential.

Announcer for on-camera and booth work. Must have pleasing personality and able to adlib "interviews" or "master of cermonies" assignments. Also effectively do on-camera commercials. Submit complete details on background including experience, education, age, marital status and personal habits as well as recent photo in first letter. Position offers salary plus talent fee and excellent opportunity for right man. Contact Hal Wilson, Director of Operations, WITN-TV, Washington, North Carolina.

Technical

Florida vhf maximum power station needs first class engineers. Box 375F, B•T.

Transmitter supervisor, eastern station. $5,500 for engineer experienced in DuMont equipment, capable of keeping equipment in top operating condition. Reply in full to Box 483F, B•T.

Midwestern vhf-tv station has opening for first class engineer, with tv experience preferred, but not necessary. Send complete qualifications, references, and salary to Personal Director, KCKT-TV, Great Bend, Kansas.

TELEVISION

Help Wanted—(Cont'd)

Technical

Newest educational noncommercial station needs engineer experienced in control room operation and maintenance. Send resume of experience and education with recent photograph. State minimum salary required. KRMA-TV, 12th at Welton Sts., Denver, Colorado.

Needed at once, transmitter engineer, 1st class license. Also, radio engineer, experienced in maintenance work. Contact Les Dunn, KTVR, Denver, Colorado.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 345F, B•T.

Assistant director—floor man. Previous experience or theatrical background preferred. Send complete resume and photo. Box 454F, B•T.

Producer-director—experienced. Must be able to own "switching." Live programs, live commercials and fast-moving station breaks. DuMont "switcher" . . . contact Dick True, Program Director, KOAT-TV, Albuquerque, New Mexico.

Experienced film editor, man or woman for maximum power vhf, NBC affiliate in Richmond market. Call WXEX-TV, Petersburg, Virginia. Regent 3-7876.

Situations Wanted

Managerial

General manager or sales manager. Experience large and small markets. Thorough background in sales, programming, production, promotion, station operation. Prefer southwest. Family man, strong community interests. Complete details on request. Box 468F, B•T.

Salesmen

Salesman: Tv film sales or radio-tv time. Six years documentary film experience (non-selling) with government agency. Definite aptitude and enthusiasm for selling. College graduate. Well travelled. Married. Box 455F, B•T.

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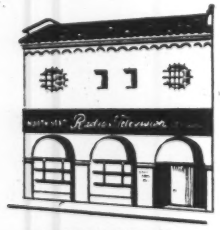
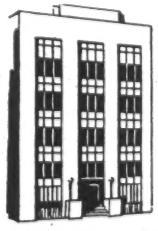


HOLLYWOOD

CHICAGO



WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

NORTHWEST RADIO & TELEVISION

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Announcer, news, sports, general staff work. Currently with large midwest tv station emceeing, producing children's program. Desire opportunity to apply ability and ideas with progressive station. Age 30, college graduate, family man. Box 457F, B•T.

Technical

Studio technician, experienced all phases, first phone, available immediately, reference. Box 491F, B•T.

Chief engineer, presently employed as chief of two vhf stations will consider change to larger operation. Capable and experienced. Have planned and constructed three vhf stations. Write to Box 502F, B•T.

Programming-Production, Others

Big news ahead! How's your coverage? Experienced versatile broadcaster, former radio-television news director and announcer, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, best references. Active personality showman with executive experience and spark that sells. Your inquiry appreciated. Box 312F, B•T.

Tv director—excellent experience. Available shortly. Builds saleable shows. Box 443F, B•T.

Cameraman, family. 3 years experience all studio operations. Ready now for director's position. Best references. Box 460F, B•T.

Television artist, experienced all phases—graphics, production facilities, scenics; six months as art director. Box 462F, B•T.

News director—now with known midwestern tv, desires opportunity in metropolitan market. Combined operation preferred. Box 469F, B•T.

Program director or director—six years experience from dollyman to program director. Experience in one of America's largest markets. Can handle men, direct and product money making shows. Ideas aplenty. Have the proven ability to build the best combinations of live, network and film programming. Box 477F, B•T.

Production, programming and directing: Six years experience in tv. Do own switching, writing; 1500 hours, live air time. Can produce, direct all types of shows. Married. Age 32. Box 479F, B•T.

Tv director-producer. Seven years the N.Y.C. station. Many credits. Executive experience. Box 496F, B•T.

FOR SALE

Stations

Potential plus. 1kw daytimer for sale. Located in heart of rich farming area. Box 442F, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Owner going into larger market. Mid-Gulf States secondary market, relatively new and well equipped. Priced at costs; $40,500. Paul H. Chapman, 84 Peachtree, Atlanta.

We offer good radio and tv buys thoroughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Mississippi small market priced under $50,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Single-station market. Near Colorado Springs. Details to qualified buyers only. State your finances and affiliation first letter. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

In negotiating the sale of your radio or tv station, the Norman Company works quietly and confidentially. All details handled personally by Hugh R. Norman or George Norman. Write for listings. Box 534, Davenport, Iowa.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut Ave., N. W., Washington, D. C.

Equipment

Have your own complete sound effects library at a reasonable cost to you. 70 sound effects including boat whistle, door knock, door closing, laughing, water splash, footsteps, squeeky door, car starting, motor idling, car crash, etc. 70 sound effects which belong to you for $25. and your tape. Offer limited. Send today. All reproduction rights yours. Not from any previous recording or library service. Send today to Bill Hasbrook, KFXM, 512 Fifth Street, San Bernardino, California.

FOR SALE

Equipment

For sale: One RCA BTF-3B fm transmitter. One RCA Type BF 14B pylon. One Hewlett-Packard Model 335B fm frequency and modulation monitor. All equipment now in operation. KVOL, Lafayette, Louisiana.

For Sale—1 RCA 7000 megacycle color corrected relay system. $5,000. WHAM-TV Rochester, N. Y.

Turntables—two RCA 70C2's Two new, one used but perfect. Rek-O-Kut T-12H's. Two new C12H portable case and Fairchild arms, equalizers. Make offer. H. Edwin Kennedy, WILM, Wilmington, Delaware.

550 feet 6⅛ inch 75 ohm coax. 200 feet 3⅛ inch 50 ohm coax with reducer transformers and hangers. Perfect condition ½ price. WJTV, Jackson, Mississippi.

2—RCA TK-20-D inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

For Sale: Raytheon 1000 watt am transmitter, excellent condition. Jack Shea, WVIM, Vicksburg Mississippi.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal regrinding etc., fastest service—Also station am monitor service. Send for catalog. Eidson Electronic Co., Temple, Texas.

GE fm 3kw 94.9mc. Gates 50kw xmtr and mod. Ideal Conelrad exciter, auxiliary, remote pickup. 1 Presto 6N TT in cabinet. 1 Gates CB-7 chassis. Subject prior sale. Write Progressive Electronics, 1210 Garrison Ave., Ft. Smith, Ark.

Call letter items: Jewelry, car plates, mike plates, lapel pins, celluloid buttons, ash trays, bumper strips, satin banners, ties, etc. All books on broadcasting and telecasting! Lists free. Box 341, Decatur, Alabama.

WANTED TO BUY

Stations

Experienced and successful station manager wants to buy interest in, and manage small midwestern station. Best references. Box 440F, B•T.

Two proven television result producers desire to purchase any part of tv station in market up to 500,000. One literally raised in tv, presently in eighth year as top man with key net tv operation. The second, for the past three years in charge of internal management with one of largest talent agencies. Both family men with unquestioned personal and business references. Box 449F, B•T.

Station wanted in southeast with cash requirements not too high. Station does not have to be making money. Reputable individual buyer. Reply Box 471F, B•T.

WANTED TO BUY

Stations

Wanted—fulltime radio station—southwest—operating in the red—P.O. Box 3752, Oklahoma City.

I currently have over 500 active buyers interested in buying stations in the south. Can we help you? Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.

Sales and independent appraisals. Texas, Colorado, Arkansas, Oklahoma, Missouri, Kansas. Ralph J. Erwin, Broker, 1443 South Trenton, Tulsa.

Listings wanted. Stations in Virginia, Tennessee, Kentucky, West Virginia, Carolinas and adjoining states. Roy E. Giles, Broker, 2812 Cove Road, N. W., Roanoke, Va.

Equipment

Wanted: Used fm antenna and coax cable. State lowest price. Box 445F, B•T.

Wanted: Seeburg Select-O-Matic 100 phonograph. Either custom or library unit. Box 448F, B•T.

250 watt fm transmitter complete or accessories. Send complete information and lowest cash price. Box 458F, B•T.

All equipment necessary for 250 watt am operation tower to turntables. Box 470F, B•T.

Wanted: Used studio console, RCA 76-B or similar make or model. Also wanted limiting amplifier, limiter need not be in operating condition if repairable. Box 487F, B•T.

Transcription libraries purchased, any service, old or current. Box 495F, B•T.

Needed immediately used Klieg baby spots with or without barn doors. KSBW-TV, P.O. Box 1651, Salinas, California.

Wanted: Used 5 or 10 kw fm transmitter—console—freq. meter—monitor. Want excellent equipment only. Haan Hi-Fi, 1655 W. 79th St., Chicago, Ill. ABerdeen 4-4200.

Wanted—1 to 2kw FCC approved fm transmitter and monitoring equipment. Robert I. Ward, Reed College, Portland 2, Oregon.

Wanted: One super turnstile 6 bay channel 12 television antenna, also 5kw channel 7/13 television transmitter. Write to Radio Programs De Mexico, S. A., Apartado Postal 1324, Mexico, D. F., Mexico.

MISCELLANEOUS

Your station can do more business and make more money by using proven ideas and techniques. For further information, contact Ed Harris, 61 Church Street, Ware, Mass. Telephone 431-M.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

MEMO

February 20, 1956

Dear Mr. Owner:

I would like to join your progressive group!
If your station, or stations, are not making the money you think they should, then I want to help you, and myself too.
I'm currently the Vice President and General Manager of a prospering radio-television operation . . . that I built into a money making property in very short order. My sales record is one of the best and I'm sure you will be impressed, but I have now reached my earning limit, and cannot buy into the properties, so I want to move.
I can give you the finest of references, and will assure you that all replies will be kept strictly confidential.
I hope to hear from you soon

Box 514F, B•T

INSTRUCTION

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

FCC license preparation; beginners, radio technicians, announcers. Evenings, Sat.—Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

RADIO

Help Wanted

Sales Engineers

Broadcast equipment manufacturer has opening for sales engineers in various territories to travel and call on radio stations, as well as for non-travelling positions for sales engineers in Midwest home office. Sales experience not absolutely necessary, but would be helpful. Technical radio background is essential, preferably as chief engineer of AM radio station. Please send complete resume with photo to

Box 316F, B•T

TELEVISION

Help Wanted

OPPORTUNITY

An interesting opportunity for qualified television transmitter engineer for temporary assignment in Central American country. Immediate action necessary. Write or wire giving qualifications and date of availability.

Box 504F, B•T

Situations Wanted

EXECUTIVE PRODUCER
PROGRAM SALES
CLIENT CONTACT

AGENCIES —Need a man to translate TV ideas from paper to studio?

STATIONS —Use a successful program producer with sponsor follow-through?

PRODUCERS —Want experienced "packager" with studio and sales know-how?

Eight years producing and selling TV. Supervising live programs in stations of all sizes coast to coast . . . getting sales results! Successful in present position but must stop constant travel.

Excellent background in production, creation, sales will get YOUR ideas from paper to studio, service account, and keep it sold!

Write, Wire NOW . . Box 500F, B•T

FOR THE RECORD

(Continues from page 114)

cp which authorized change from employing DA-2 to DA-N.

WKLZ Kalamazoo, Mich. — Seeks license to cover cp (as mod.) which authorized new am station.

KOHU Hermiston, Ore.—Seeks license to cover cp which authorized new am station.

KALL Salt Lake City, Utah—Seeks license to cover cp which authorized change from DA-1 to DA-N and operate trans. by remote control from 146 S. Main St., Salt Lake City, with non-DA.

KRIV Camas, Wash.—Seeks license to cover cp which authorized new am station and specify studio location and remote control point as 314 N. E. Cedar St., Camas.

KAMS (FM) Thayer, Mo. — Seeks license to cover cp which authorized new fm station.

Renewal of License

KYSM-FM Mankato, Minn.; KTIS-FM Minneapolis, Minn.

SCA

WAAT-FM Newark, N. J.

Modification of Cp

WYZZ (FM) Wilkes-Barre, Pa.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

February 13 Decisions

ACTIONS ON MOTIONS

By Comr. Richard A. Mack

E. Weaks McKinney-Smith—Granted petition for extension of time to Feb. 13, to file exceptions to initial decision re his am application. Action Feb. 9.

WKYV Harlan, Ky.—Granted petition for extension of time to Feb. 15 to file its opposition to "Supplemental Petition to Enlarge Issues and Petition to Set Aside Initial Decision, Remand Case to Hearing Examiner and Reopen Record," filed by **WHLN Harlan.** Action Feb. 9.

Greater Erie Bcstg. Co., Buffalo, N. Y.—Granted petition for extension of time to Mar. 5, to file exceptions to initial decision in ch. 7 proceeding. Action Feb. 9.

By Chief Examiner James D. Cunningham

Ordered following applications be scheduled for hearing on dates shown: **KLAS Las Vegas, Nev.,** Southern Indiana Broadcasters Inc., Newburgh, Ind., and Lawrenceville Bcstg. Co., Lawrenceville, Ill., to commence April 12, Bernard & Jobbins Bcstg. Co., Gilroy, Calif.; Black Hills Broadcast Co. of Rapid City, Lead, S. D., and Heart of the Black Hills Stations, Deadwood, S. D. (ch. 5), to commence April 16; Grand Prairie Bcstg. Co., Grand Prairie, Tex., to commence on April 23. Action Feb. 9.

By Hearing Examiner Elizabeth C. Smith

Joseph M. Ripley Inc., Jacksonville, Fla.—Granted petition for leave to amend its am application to specify 550 kc, 1 kw D, in lieu of 800 kc, 500 w D, and application, as amended, is removed from hearing docket and returned to processing line. Action Feb. 10.

By Hearing Examiner Basil P. Cooper

Salisbury, Md.—Ordered prehearing conference Feb. 16, re am applications of Hoyt C. Murphy, and Elizabeth and W. Courtney Evans, Salisbury. Action Feb. 10.

February 13 Applications

Accepted for Filing

Modification of Cp

WICR (now WDTV) **Cruz Bay, Virgin Islands**—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WTAM-FM (now KYW-FM) **Cleveland, Ohio**—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WMFD-TV Wilmington, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

Remote Control

WAAT-FM Newark, N. J.—Seeks remote control operation from Bellville Turnpike, Kearny, N. J.

Renewal of License

KFML-FM Denver, Colo.; KOA-FM Denver, Colo.; KFAM-FM St. Cloud, Minn.

February 14 Decisions

BROADCAST ACTIONS

By the Commission

Actions of Feb. 10

Granted licenses for following tv stations: **WSTV-TV Steubenville, Ohio; KTNT-TV Tacoma, Wash.; KCEN-TV Temple, Tex.; WGAN-TV Portland, Me.; WHO-TV Des Moines, Iowa; WBTW (TV) Florence, S. C.**

WJIM-TV Lansing, Mich. — Granted license covering changes in facilities of existing tv station.

WPFH (TV) Wilmington, Del.—Granted license covering changes in facilities of existing tv station.

KPMC Bakersfield, Calif. — Granted license covering increase in power, installation of DA for D and N use and change in trans. location.

WTRN Tyrone, Pa.—Granted license covering increase in power.

WFAR Farrell, Pa.—Granted license covering increase in power.

KLLL Lubbock, Tex.—Granted license covering increase in power.

WSUX Seaford, Del.—Granted license for am station.

WFHK Pell City, Ala.—Granted license for am station.

Following were granted licenses for am stations: **KDEX Dexter, Mo.; WABL Amite, La., WTAY Robinson, Ill.**

KEED Springfield, Ore.—Granted mod. of license to change name to KEED Inc.

WBRB Mt. Clemens, Mich.—Granted mod. of cp to change name of permittee to WBRB Inc.

KWIQ Moses Lake, Wash.—Granted mod. of cp to change ant.-trans. location, change studio and remote control point (same city).

Following were granted extensions of completion dates as shown: **WTVU (TV) Scranton, Pa.,** to 7-16-56; **WLBR-TV Lebanon, Pa.,** to 7-16-56; **KRSM Yakima, Wash.,** to 7-16-56; **WCOC-TV Meridian, Miss.,** to 7-16-56; **WNLC-TV New London, Conn.,** to 7-16-56; **WKOK-TV Sunbury, Pa.,** to 7-16-56; **KXYZ-TV Houston, Tex.,** to 7-16-56; **KBID-TV Fresno, Calif.,** to 7-16-56; **KBIC-TV Los Angeles, Calif.,** to 7-16-56; **KTVQ (TV) Okla-**

FOR SALE

Equipment

25 KW LOW BAND TV TRANSMITTER

Available for immediate delivery, one 25 KW Federal Communications Laboratories TV Transmitter complete. Used about one year on Channel 2. Factory condition. No reasonable offer refused. Terms to responsible party.

KREM-TV
4103 South Regal Street
Spokane, Washington

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Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

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We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

homa City, Okla., to 7-16-56; **KGTV (TV) Des Moines, Iowa**, to 7-16-56; **KSPG Tulsa, Okla.**, to 7-16-56; **KNUZ-TV Houston, Tex.**, to 7-16-56; **KCOA Corona, Calif.**, to 7-16-56; **KVAN-TV Vancouver, Wash.**, to 7-16-56; **WLVA-TV Lynchburg, Va.**, to 9-1-56; **WFLB Fayetteville, N. C.**, to 4-7-56; **KBAY-TV San Francisco, Calif.**, to 7-16-56; **KCEB Tulsa, Okla.**, to 7-16-56.

Actions of Feb. 9

KEVL White Castle, La.—Granted license for am station.

WEW St. Louis, Mo.—Granted license covering change of ant., trans. and studio locations and operate trans. by remote control.

WYES Chateaugay, N. Y.—Granted request for cancellation of cp which authorized new am station; deletion of call letters.

WPRA Mayaguez, P.R.—Granted cp to make changes in ground system.

Following were granted extensions of completion dates as shown: **WWTV (TV) Cadillac, Mich.**, to 9-8-56; **KDWI-TV Tucson, Ariz.**, to 6-7-56.

Actions of Feb. 8

WGKA-FM Atlanta, Ga.—Granted license for fm station.

KCHA Charles City, Iowa—Granted permission to sign-off at 6 p.m. beginning March 1 and ending Sept. 30, except for special occasions, when station may remain on air up to licensed sign-off time.

WBZ-TV Boston, Mass.—Granted cp to change ERP to vis. 56.2 kw, aur. 28.2 kw, change trans. location, type of antenna and make equipment changes.

Following station was granted extensions of completion dates as shown: **WTVE (TV) Elmira, N. Y.**, to 7-16-56.

Following stations were granted authority to operate trans. by remote control: **WEZB Birmingham, Ala.; KROY, Sacramento, Calif.**

Actions of Feb. 7

WOR-FM New York, N. Y.—Granted license covering changes in licensed fm station.

WTBO Cumberland, Md.—Granted extension of completion date to 6-22-56.

Actions of Feb. 6

WABA Aquadilla, P.R.—Granted license covering change in facilities.

KTVR (TV) Denver, Colo.—Granted mod. of license to change corporate name to KTVR Inc.

WKBT (TV) La Crossee, Wis.—Granted cp to change ERP to vis. 251 kw, aur. 126 kw and make equipment changes.

Following was granted extension of completion date as shown: **WNOK-TV Columbia, S. C.**, to 8-25-56.

Action of Feb. 3

WOSU-TV Columbia, Ohio—Granted STA to operate on ch. *34 for period ending May 16.

Actions of Feb. 10

KINY-TV Juneau, Alaska—Granted STA to operate commercially on ch. 8 for period ending Feb. 24.

February 14 Applications

Accepted for Filing

License to Cover Cp

WKAQ San Juan, Puerto Rico—Seeks license to cover cp which authorized change in ant.-trans. location and make equipment changes.

WSJS-TV Winston-Salem, N. C.—Seeks license to cover cp which authorized new tv station.

KATZ St. Louis Mo.—Seeks license to cover cp which authorized change in hours of operation from D to unl., using 1 kw, and install DA-N.

Remote Control

WPIN St. Petersburg, Fla.; WYZE Atlanta, Ga.

Renewal of License

KCMS (FM) Manitou Springs, Colo.

Renewal of License Returned

KWNO-FM Winona, Minn.—Application for renewal of license returned. Incorrectly dated and filed.

SCA

KCFM (FM) St. Louis, Mo.

Modification of Cp

KHOF (FM) Glendale, Calif.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

WPNX Phenix City, Ala.-Columbus, Ga.—Seeks mod. of cp (which authorized DA-N, change trans. and studio locations and equipment changes) for extension of completion date.

WPRT Prestonsburg, Ky.—Seeks mod. of cp (which authorized change in frequency, increased power and equipment changes) for extension of completion date.

WINX Rockville, Md.—Seeks mod. of cp (as mod. which authorized change in hours and installation of DA-2) for extension of completion date.

WJKO E. Longmeadow, Mass.—Seeks mod. of cp (as mod. which authorized changed ant.-trans. and studio locations, changed station location and change from DA-D to non-DA) for extension of completion date.

WEAM Arlington County, Va.—Seeks mod. of cp (as reinstated which authorized changes in DA; change from DA-1 to DA-2) for extension of completion date.

KMAU (TV) Wailuku, T.H.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 19.

KLEW-TV Lewiston, Idaho—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

KZTV (TV) Reno, Nev.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to Dec. 16.

February 15 Decisions

ACTIONS ON MOTIONS

By Comr. Richard A. Mack

Munising-Alger Bcstg. Co., Munising, Mich.—Granted petition for extension of time to Feb. 27, to file reply to "Motion to Enlarge Issues in Proceeding," filed by North Central Bcstg. Co., Munising. Action Feb. 14.

WABC New York, N. Y.—Granted petition for extension of time to Feb. 16, to file answer to pleading entitled "Reply in Opposition to Petition for Review of Ruling of Hearing Examiner" filed by **KOB Albuquerque, N. M.**, in proceeding re KOB's applications for mod. of cp and for license to cover cp as mod.

By Chief Hearing Examiner James D. Cunningham

Perry County Bcstg. Co., Hazard, Ky.—Denied "Motion for Leave to File Pleading" relating to issue of whether am application of Hazard Bcstg. Corp., Hazard, should be dismissed. Action Feb. 13.

WYES Chateaugay, N. Y.—Granted request to cancel hearing re application for cp for new am and ordered, on examiner's own motion, that said application is dismissed. Action Feb. 10.

By Hearing Examiner J. D. Bond

Rollins Bcstg. of Delaware Inc., Philadelphia, Pa.—Granted petition for continuance of hearing from Feb. 16 to April 18, re its am application and that of Franklin Bcstg. Co., Philadelphia. Action Feb. 14.

By Hearing Examiner Herbert Sharfman

Lead-Deadwood, S. D.—Ordered prehearing conference is scheduled for Feb. 27, in ch. 5 proceeding, involving applications of Black Hills Broadcast Co. of Rapid City, Lead, and Heart of the Black Hills Stations, Deadwood. Action Feb. 13.

Texas — Ordered prehearing conference is scheduled for Feb. 28, in am proceeding involving applications of Grand Prairie Bcstg. Co., Grand Prairie; Waxahachie Radio, Waxahachie; Grand Prairie Bcstg. Co., Grand Prairie; Radio Center Inc., Arlington, and Parker County Bcstg. Co., Weatherford.

By Hearing Examiner Annie Neal Huntting

Lawrenceville, Ill.—Newburgh, Ind.—Ordered prehearing conference is scheduled for Feb. 20, in am proceeding re Southern Indiana Broadcasters Inc., Newburgh, and Lawrenceville Bcstg. Co., Lawrenceville. Action Feb. 13.

By Hearing Examiner Elizabeth C. Smith

Milton, Pa.—On request of **WMLP Milton, Pa.**, extended time for filing proposed findings and conclusions to Feb. 16 and for reply findings to Feb. 23, re am application of **WARC Milton.**

By Comr. Richard A. Mack

Broadcast Bureau—Granted petition for extension of time to Feb. 24, to file response to "Petition to Enlarge Issues" filed by Hoyt C. Murphy, Salisbury, Md., Feb. 6, re his am application and that of Elizabeth and W. Courtney Evans, Salisbury. Action Feb. 14

February 15 Applications

ACCEPTED FOR FILING

License to Cover Cp

KSPT Sandpoint, Idaho—Seeks license to cover cp which authorized change in ant.-trans. and studio locations, ant. system changes, and operation of trans. by remote control.

KGHM Brookfield, Mo.—Seeks license to cover cp which authorized new am station.

WOIC Columbia, S. C.—Seeks license to cover cp which authorized increasing power from 1 kw to 5 kw and make equipment changes.

Modification of Cp

WJNO-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 15.

WCKG (TV) New Orleans—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 15.

KTBS-TV Shreveport, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

Renewal of License

KLVC Leadville, Colo.; KOBK Owatonna, Minn.; KNDC Hettinger, N. D.

Remote Control

KOWH Omaha, Neb.

UPCOMING

FEBRUARY

Feb. 20: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems.
Feb. 20: RAB Clinic, Roanoke, Va.
Feb. 20-22: Conference of State Broadcaster Assn. Presidents, Statler Hotel, Washington.
Feb. 21: RAB Clinic, Richmond, Va.
Feb. 22: Annual Voice of Democracy Awards Luncheon, Shoreham Hotel, Washington.
Feb. 23: NARTB Convention Committee, NARTB Hdqrs., Washington.
Feb. 23: RAB Clinic, Washington, D. C.
Feb. 23-25: Annual Western Radio & Tv Conference, San Francisco.
Feb. 24: RAB Clinic, Baltimore,
Feb. 27: RAB Clinic, Miami.
Feb. 28: RAB Clinic, Jacksonville, Fla.
Feb. 29: RAB Clinic, Columbia, S. C.

MARCH

March 1: RAB Clinic, Atlanta.
March 2: RAB Clinic, Birmingham, Ala.
March 2-3: Midwestern Adv. Agency Network, Business Meeting & Competitive Display, Drake Hotel, Chicago.
March 2-4: Hi-Fi Fair, Shoreham Hotel, Washington.
March 3: Michigan AP Broadcasters Assn. Newsmen's Workshop, Kellogg Center, East Lansing, Mich.
March 5: RAB Clinic, Nashville.
March 6: RAB Clinic, Memphis.
March 7: RAB Clinic, New Orleans.
March 8: RAB Clinic, Houston.
March 9: RAB Clinic, Dallas.
March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

BROADCASTING TELECASTING

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Please send to home address — —

Reason Why

THE ABUNDANCE, not to say superfluity, of weeks devoted to various promotions is such that we suspect most people would appreciate a week confined simply to the celebration of Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

This week, however, is of exceptional importance to anyone who has anything to do with radio and television—including the audience. It is National Advertising Week.

Without advertising, of course, there would be no radio or television—or at least not the kind of wonderful, free, enlightening and entertaining radio and television we have today. So there is considerable self interest to the radio-tv business community in the celebration of National Advertising Week. But there is an equal amount of public interest in the occasion too.

We hope that all radio and television stations will take the opportunity to tell their audiences this week—with good, solid, reason-why copy—how important advertising is to the U. S. economy and why it is a primary influence in the creation of prosperity. In fact, it would be a good idea to do that at least once every week in the year.

The Slight of 315

THERE IS a chance that some of the idiocy may be removed from the laws governing political broadcasting.

The chance lies in an amendment of Sec. 315 of the Communications Act to permit the unrestricted appearance of political candidates on radio and television news and discussion programs—without imposing on broadcasters the obligation to afford equal opportunity for rival candidates.

The purpose of the amendment, which was originally proposed by Frank Stanton, CBS Inc. president, is to give networks and stations an opportunity to cover political developments of major parties and candidates without having to give equal attention to splinter interests and the downright frivolous candidates that crop up in every election year. As Dr. Stanton has pointed out, it was impossible for broadcasters to provide adequate news and discussion coverage of the two major candidates for President in 1952, for each time Gen. Eisenhower or Mr. Stevenson appeared, broadcasters were required by law to make similar arrangements available to 16 other candidates who were running—or crawling, it might be better said—in the same race.

The Stanton amendment is now before the House and Senate, and has been the subject of hearings in the House [B•T, Feb. 6, 13]. It was eloquently advocated by Richard Salant, CBS staff vice president, and endorsed with slight reservation by Paul Butler, chairman of the Democratic National Committee. It was opposed by the majority of the FCC and supported by one dissenting Commissioner, John C. Doerfer.

Last week, with commendable business statesmanship, NBC formally endorsed the bill proposed by its chief competitor.

But so far there has been an embarrassing silence from other broadcasting interests. Broadcasters stand to benefit most from adoption of the amendment; yet among them only CBS and NBC have commented on it.

Why all the silence?

There are elements of indifference, inertia, and, we must assume, suspicion behind the silence.

It is known that the NARTB board decided not to take a stand as an association for fear that some NARTB members would rather operate under existing laws—which largely relieve the broadcaster of the need to use his own editorial judgment. We would hate to think that the board members were correct in that assumption.

In the absence of an official view by the broadcasters' association, one would hope for individual expressions by its members and by non-member radio and tv stations.

We suggest that rivalries be suppressed for the moment and that broadcasters try—for appearance's sake if nothing more—to show a little interest in a vital and timely problem. Even if they oppose the measure, they should state their reasons for opposing it.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"The station says there's nothing wrong with our color set . . . their faces are *purple!"*

The Stanton amendment is by no means a complete formula for ridding radio and television of the regulations that are arresting their growth as media of enlightenment. The ultimate goal, of course, must be repeal of all restrictions of Sec. 315.

As a practical matter, there is no chance of wiping Sec. 315 off the books now or in the predictable future. The best that can be achieved is a modification of the kind now under consideration.

If the proposed amendment passes, broadcasters will have the freedom to present comprehensive and intelligent reports on major political developments in this political year. They will have a chance to make a record on which they can stand later in what must be the inevitable effort to remove all the artificial and growth-inhibiting restraints of the political broadcasting law.

They will have no chance to make any kind of record, however, now or for many years, if they fail to express a mature desire to assume the responsibilities which would be theirs under the proposed amendment.

Clear Track Ahead

RECENT decisions of the Circuit Court of Appeals in Washington appear to remove most of the roadblocks in the path of prompt consideration by the FCC of revised television allocations, as proposed in its rule-making order of Nov. 10. They seem to dispel the spectre of a new freeze.

In several recent decisions, three-judge panels of the court—second highest in the land—have reasoned that the tribunal should not substitute its judgment for that of the expert FCC, in the absence of conclusive showing of arbitrary or capricious action.

Last week, the court, with a panel splitting 2-1, washed out three petitions for orders to stay vhf grants made by a majority of the Commission in three cities in which deintermixture pleadings had been filed. The majority found that no irreparable injury could be ascribed, since the protesting uhf stations knew as far back as 1952 that the FCC had ear-marked vhf assignments in these markets and they did not protest or intervene at that time.

Heretofore, this same court (or panels thereof) has been rough with the FCC, turning it around almost invariably on the ground that appropriate evidentiary hearing had not been accorded the complainants, usually in derogation of Section 309 (c) which provided for an automatic hearing on economic grounds. That iniquitous section now has been modified, to give the FCC a degree of discretion in determining whether such hearings should be authorized.

The FCC, because of the actions of Congress and the Courts, now has a clear track ahead. There can be no excuse for undue delays in the handling of pending cases awaiting decision or in the devising of a modified tv allocation plan to which it is committed under its Nov. 10 rule-making order.

Sid Hix

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KWK-TV IS TOPS IN ST. LOUIS.

IN ADDITION TO THE REGULAR CBS BASIC NETWORK MANY OTHER TOP-FLIGHT SHOWS ARE PROGRAMMED ON KWK-TV's SCHEDULE

Here are just a few

DISNEYLAND 5:00-6:00 PM Sunday
MICKEY MOUSE CLUB 5:00-6:00 PM Monday thru Friday
HOP-A-LONG CASSIDY 5:00-6:00 PM Saturday
GIL NEWSOME SHOW 4:00-4:30 PM Monday thru Friday
LITTLE RASCALS 4:30-4:50 PM Monday thru Friday
ANNIE OAKLEY 4:00-4:30 PM Saturday
STEVE DONAVAN, WESTERN MARSHALL 4:30-5:00 PM Saturday
FABIAN OF SCOTLAND YARD 4:00-4:30 PM Sunday
JUDGE ROY BEAN 4:30-5:00 PM Sunday
WATERFRONT 10:00-10:30 PM Monday
MAKE ROOM FOR DADDY 10:30-11:00 PM Monday
FOLLOW THAT MAN 9:30-10:00 PM Tuesday
WARNER BROTHERS PRESENTS 10:00-11:00 PM Tuesday
MASQUERADE PARTY 10:00-10:30 PM Wednesday
CAVALCADE OF AMERICA/DEATH VALLEY DAYS 10:30-11:00 PM Wednesday
HIGHWAY PATROL 9:30-10:00 PM Thursday
ETHEL & ALBERT 10:00-10:30 PM Thursday
M-G-M PARADE 10:30-11:00 PM Thursday
CROSS CURRENT 9:30-10:00 PM Friday
DAMON RUNYON THEATRE 10:00-10:30 PM Friday
BIG TOWN 10:30-11:00 PM Friday

Plus the best movies obtainable every night.

KWK TV

ST. LOUIS

KWK TV CHANNEL 4

CBS TELEVISION

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